

# PROMAX Africa

## AWARD WINNERS 2021

CATEGORY	ENTRY TITLE	COMPANY	RANK
BEST IMAGE CAMPAIGN (TELEVISION OR STREAMING PLATFORM)	NOVEMBALLS	VIACOMCBS NETWORKS AFRICA	GOLD
BEST IMAGE CAMPAIGN (TELEVISION OR STREAMING PLATFORM)	WE ARE COLOURFUL - HERITAGE CAMPAIGN	MONARCHY FOR M-NET	SILVER
BEST IMAGE PROMO (TELEVISION OR STREAMING PLATFORM)	FIND THE LIGHT - THE LUKHANYO AM STORY	T+W AND SUPERSPORT SCHOOLS	GOLD
BEST IMAGE PROMO (TELEVISION OR STREAMING PLATFORM)	SUPERSPORT : EVERYTHING THEMATIC	ADMIT ONE MEDIA	SILVER
BEST THEMED CAMPAIGN	NEW AT NINE	VIACOMCBS NETWORKS AFRICA	GOLD
BEST THEMED CAMPAIGN	TALI'S BABY DIARY	SHOWMAX	SILVER
BEST NEWS & CURRENT AFFAIRS PROMO	CGTN FRONTLINE COVERAGE PROMO	CGTN AFRICA	GOLD
BEST NEWS & CURRENT AFFAIRS PROMO	THE NEWS FROM EVERY ANGLE ON KYKNET	CLEARWATER FOR KYKNET	SILVER
BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	NAPOLEON	BBC STUDIOS	GOLD
BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	CHASING THE SUN	T+W, SUPERSPORT & M-NET	SILVER
BEST ENTERTAINMENT PROMO	MY KITCHEN RULES	T+W & M-NET	GOLD
BEST ENTERTAINMENT PROMO	BE ENTERTAINED	STUDIO ZOO	SILVER
BEST REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS	CARBONARO SPEED READ	VIACOMCBS NETWORKS AFRICA	GOLD
BEST REALITY/UNSCRIPTED/NON-FICTION PROGRAMME SPOTS	MBAU RELOADED LAUNCH PROMO	VIACOMCBS NETWORKS AFRICA	SILVER
BEST CHILDREN'S PROMO	FUEL YOUR IMAGINATION	STUDIO ZOO	GOLD
BEST CHILDREN'S PROMO	NICKMUSIC	VIACOMCBS NETWORKS AFRICA	SILVER

BEST DRAMA PROMO	CHRISTIEMAS	BBC STUDIOS	GOLD
BEST DRAMA PROMO	REYKA	T+W & M-NET	SILVER
BEST MOVIE PROMO	RAMBO ACTION WEEKEND - STUDIO UNIVERSAL	NBCUNIVERSAL INTERNATIONAL NETWORKS	GOLD
BEST MOVIE PROMO	ROCKTOBER - STUDIO UNIVERSAL	NBCUNIVERSAL INTERNATIONAL NETWORKS	SILVER
BEST SPORTS PROMO	SUPERSPORT : LALIGA	ADMIT ONE MEDIA	GOLD
BEST SPORTS PROMO	FIND THE LIGHT - THE LUKHANYO AM STORY	T+W AND SUPERSPORT SCHOOLS	SILVER
BEST SPORTS CAMPAIGN	CHASING THE SUN	T+W, SUPERSPORT & M-NET	GOLD
BEST SPORTS CAMPAIGN	WE HAVE THE WORLD'S BEST FOOTBALL	T+W, SUPERSPORT AND DSTV	SILVER
BEST SPECIAL EVENT PROMO	CHRISTIEMAS	BBC STUDIOS	GOLD
BEST SPECIAL EVENT PROMO	SCARY MASKS	STUDIO ZOO	SILVER
BEST USE OF HUMOUR IN PROMOTION	NOVEMBALLS	VIACOMCBS NETWORKS AFRICA	GOLD
BEST USE OF HUMOUR IN PROMOTION	A WARM SOUTH AFRICAN WELCOME	T+W & SUPERSPORT	SILVER
MAMA AFRICA AWARD PROUDLY SPONSORED BY VIACOMCBS NETWORKS AFRICA	FIND THE LIGHT - THE LUKHANYO AM STORY	T+W AND SUPERSPORT SCHOOLS	GOLD
MAMA AFRICA AWARD PROUDLY SPONSORED BY VIACOMCBS NETWORKS AFRICA	AFRICA GOT NEXT	VIACOMCBS NETWORKS AFRICA	SILVER
BEST PROMO NOT USING PROGRAM FOOTAGE	KYKNET 21ST BIRTHDAY - STELLA	JUST AD PRODUCTION	GOLD
BEST PROMO NOT USING PROGRAM FOOTAGE	DAM	SHOWMAX	SILVER
BEST PROMO ONLY USING PROGRAM FOOTAGE	ECO SEASON CAMPAIGN	BBC STUDIOS	GOLD
BEST PROMO ONLY USING PROGRAM FOOTAGE	SUPERSPORT : EVERYTHING THEMATIC	ADMIT ONE MEDIA	SILVER
SOMETHING FOR NOTHING	FESTIVE SEASON PSA	VIACOMCBS NETWORKS AFRICA	GOLD

SOMETHING FOR NOTHING	YOUTH DAY	VIACOMCBS NETWORKS AFRICA	SILVER
BEST MUSIC COMPOSITION	GREAT STORIES START ON DSTV	OGILVY	GOLD
BEST MUSIC COMPOSITION	ISONO OPENING SEQUENCE	VIACOMCBS NETWORKS AFRICA	SILVER
BEST USE OF LICENSED/ADAPTED MUSIC	SUPERSPORT : EVERYTHING THEMATIC	ADMIT ONE MEDIA	GOLD
BEST USE OF LICENSED/ADAPTED MUSIC	SUPERSPORT DSTV PREMIERSHIP	S2 MULTIMEDIA FOR SUPERSPORT	SILVER
BEST VOICE-OVER PERFORMANCE BROUGHT TO YOU BY SABC	GLADE BLOOM	ZESU HADEBE FOR EG + LONDON	GOLD
BEST VOICE-OVER PERFORMANCE BROUGHT TO YOU BY SABC	I AM	CHI MHENDE FOR VMLY&R	SILVER
BEST EDITING PROUDLY BROUGHT TO YOU BY M-NET	SUPERSPORT : LALIGA	ADMIT ONE MEDIA	GOLD
BEST EDITING PROUDLY BROUGHT TO YOU BY M-NET	RAMBO ACTION WEEKEND - STUDIO UNIVERSAL	NBCUNIVERSAL INTERNATIONAL NETWORKS	SILVER
BEST SOUND DESIGN	SUPERSPORT - AUS VS INDIA CRICKET	ADMIT ONE MEDIA	GOLD
BEST SOUND DESIGN	REYKA	T+W & M-NET	SILVER
BEST COPY / SCRIPT WRITING	NEW AT NEIN	VIACOMCBS NETWORKS AFRICA	GOLD
BEST COPY / SCRIPT WRITING	ROCKTOBER - STUDIO UNIVERSAL	NBCUNIVERSAL INTERNATIONAL NETWORKS	SILVER
BEST DIRECTING	SABC PREMIER SOCCER LEAGUE	AFROPULSE FOR SABC	GOLD
BEST DIRECTING	WE ARE COLOURFUL - HERITAGE MONTH	MONARCHY FOR M-NET	SILVER
SOCIAL MEDIA CAMPAIGN FOR A CHANNEL, PLATFORM OR PROGRAMME PROUDLY SPONSORED BY OPENVIEW	DISNEY'S MY MAGIC IS ME	THE WALT DISNEY COMPANY AFRICA	GOLD
SOCIAL MEDIA CAMPAIGN FOR A CHANNEL, PLATFORM OR PROGRAMME PROUDLY SPONSORED BY OPENVIEW	STUDIO TIKTOK CHALLENGE	NBCUNIVERSAL INTERNATIONAL NETWORKS	SILVER
USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA	DSTV COMPACT THE SOUNDS OF IDISKI	OGILVY	GOLD
USE OF CELEBRITY/INFLUENCER/TALENT USING SOCIAL MEDIA	CELEBRITY GAME NIGHT	NBCUNIVERSAL INTERNATIONAL NETWORKS	SILVER
BEST OUTDOOR OR PRINT AD	CELEBRITY GAME NIGHT	NBCUNIVERSAL INTERNATIONAL NETWORKS	GOLD

BEST OUTDOOR OR PRINT AD	HERE KITTY, KITTY	T+W, SUPERSPORT & DSTV PREMIUM	SILVER
BEST INTEGRATED TVC	FIND THE LIGHT - THE LUKHANYO AM STORY	T+W AND SUPERSPORT SCHOOLS	GOLD
BEST INTEGRATED TVC	SUPERSPORT DSTV PREMIERSHIP	S2 MULTIMEDIA FOR SUPERSPORT	SILVER
BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME / CHANNEL / PLATFORM BROUGHT TO YOU BY SABC	DAM	SHOWMAX	GOLD
BEST INTEGRATED MARKETING CAMPAIGN FOR A PROGRAMME / CHANNEL / PLATFORM BROUGHT TO YOU BY SABC	DISNEY'S MY MAGIC IS ME	THE WALT DISNEY COMPANY AFRICA	SILVER
BEST BRAND PROMOTION FOR GROUP OF CHANNELS	WE ARE COLOURFUL - HERITAGE MONTH	MONARCHY FOR M-NET	GOLD
BEST BRAND PROMOTION FOR GROUP OF CHANNELS	GOTV GENERAL ENTERTAINMENT	S2 MULTIMEDIA FOR GOTV	SILVER
NATIONAL GEOGRAPHIC BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	NOVEMBALLS	VIACOMCBS NETWORKS AFRICA	GOLD
NATIONAL GEOGRAPHIC BEST PUBLIC SERVICE ANNOUNCEMENT / COMMUNITY SPOT	LIFETIME OF THE MONTH - #NOPERIODDRAMA	A+E NETWORKS AFRICA	SILVER
BEST RADIO PROMOTION	DSTV PREMIUM EXPLORE MORE	OGILVY	GOLD
BEST RADIO PROMOTION	TRIPPIN' WITH THE KANDASAMYS	FAIRCHILD CREATIVE FOR NETFLIX	SILVER
BEST PROMOTION FOR A STREAMING SERVICE	SHOWMAX PRO	SHOWMAX	GOLD
BEST PROMOTION FOR A STREAMING SERVICE	DSTV PREMIUM EXPLORE MORE	OGILVY	SILVER
BEST BRANDING DESIGN	OH SNACK!	MONARCHY FOR DSTV	GOLD
BEST BRANDING DESIGN	DSTV AFRICA BRAND CI	OGILVY & STUDIO ZOO	SILVER
BEST IDENT DESIGN	ECO SEASON CAMPAIGN	BBC STUDIOS	GOLD
BEST IDENT DESIGN	MTV STINGS	VIACOMCBS NETWORKS AFRICA	SILVER
BEST PROGRAM TITLE SEQUENCE	THE ESTATE	CLIVE MORRIS PRODUCTIONS	GOLD
BEST PROGRAM TITLE SEQUENCE	LEGACY	THE KINETIC	SILVER

BEST ORIGINAL LOGO DESIGN	MTV AFRICA MUSIC AWARDS 2021	FAIRCHILD CREATIVE FOR VIACOMCBS AFRICA	GOLD
BEST ORIGINAL LOGO DESIGN	DRIP CITY	VIACOMCBS NETWORKS AFRICA	SILVER
BEST USE OF DESIGN IN VIDEO	BEAUTIFUL NINE	VIACOMCBS NETWORKS AFRICA	GOLD
BEST USE OF DESIGN IN VIDEO	UEFA: CHAMPIONS LEAGUE	ADMIT ONE MEDIA	SILVER
BEST CG ANIMATION	UEFA CHAMPIONS LEAGUE	ADMIT ONE MEDIA	GOLD
BEST CG ANIMATION	THE NEXTFLEX	GUERILLA	SILVER
BEST VISUAL FX & COMPOSITING	THE NEXTFLEX	GUERILLA	GOLD
BEST VISUAL FX & COMPOSITING	FUEL YOUR IMAGINATION	STUDIO ZOO	SILVER
BEST DESIGN WITHOUT FOOTAGE	NEW AT NEIN	VIACOMCBS NETWORKS AFRICA	GOLD
BEST DESIGN WITHOUT FOOTAGE	BASELINES	VIACOMCBS NETWORKS AFRICA	SILVER
MOST OUTSTANDING DESIGN IN PROMOTION	NOVEMBALLS	VIACOMCBS NETWORKS AFRICA	GOLD
MOST OUTSTANDING DESIGN IN PROMOTION	AFRICA GOT NEXT	VIACOMCBS NETWORKS AFRICA	SILVER
REPRESENTATION IN ACTION AWARD	MIRA: THE ROYAL DETECTIVE	THE WALT DISNEY COMPANY AFRICA	GOLD
REPRESENTATION IN ACTION AWARD	GENIUS: ARETHA "ALL HAIL THE QUEEN"	THE WALT DISNEY COMPANY AFRICA	SILVER
AFRICA'S NEXT STORYTELLER AWARD BROUGHT TO YOU BY M-NET	LWANDI MBEBE	FAIRCHILD CREATIVE	GOLD
BEST PROMO TEAM	ADMIT ONE MEDIA TEAM	ADMIT ONE MEDIA	GOLD
BEST PROMO TEAM	FAIRCHILD CREATIVE TEAM	FAIRCHILD CREATIVE	SILVER
VIDEO ENTERTAINMENT BRAND OF THE YEAR	DSTV 2021	DSTV	GOLD
VIDEO ENTERTAINMENT BRAND OF THE YEAR	M-NET MOVIES A NEW MOVIE-VERSE	CLEARWATER FOR M-NET MOVIES	SILVER