

# Millward Brown South Africa announces The Best Liked Ads for Q3 2013

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**Looks like Eugene is giving Steve a run for his money?**



Millward Brown's Best Liked Ads list celebrates the country's favourite TV commercials as chosen by the *most important critic* we believe, the consumer.

Q3 sees three banking commercials, an infrequent contender, make the list. Humour and kids, regular winners in creating ads that resonate well with the consumer feature highly as well.

RANK	AD	CREATIVE AGENCY
1	Vodacom - Baby	Ireland Davenport
2	Nedbank - Savvy Life (Eugene 'want it')	Joe Public
3	Capitec Bank - Paperless Banking	Ninety9cents
4	Nedbank - Savvy Approve It (Eugene online banking)	Joe Public
5	Wimpy - Puppet	Draftfcb
6	Huggies Gold - Girls and Boys	Ogilvy & Mather Johannesburg
7	MTN - Ricardo	MetropolitanRepublic
8	King Pie - Mini Pie	Red Rocket
9	KFC - AM Breakfast	Ogilvy & Mather Johannesburg
10	Nandos - Fire It Up	Black River

Adtrack™ is Millward Brown's proprietary advertising testing system, evaluating the impact and liking of all brand advertising in South Africa over the last 29 years. The resultant database stands at almost 75,000 TV adverts tested, and more than 1.1 million interviews conducted, making this database one of the largest of its kind in the world. For more info on Adtrack please contact [claire.herman@millwardbrown.com](mailto:claire.herman@millwardbrown.com).

[View the Best Liked Ads here.](#)

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