



MSK Gala  
Awards  
2016

MARKETING SOCIETY OF KENYA

# GALA FACTS

235 Entries

39 Nominees

13 Winners

656 Guests at gala awards

The MSK Gala Awards aims to award marketing excellence in Kenya, therefore setting standards in the marketing industry. The focus is to award brands and the teams who have showed exemplary marketing excellence in the year 2016. This years theme was Brand Building: Back to Basics.

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“We have spent money within the Ministry of Tourism to market Kenya to different markets. Are we getting value for money? We need to find out if we are getting the real deal and if we are marketing correctly. And the Marketing Society of Kenya can really help us with this. I am willing to have the Ministry of Tourism sign an MoU with MSK so that you can come and help us in this endeavour...”

*Hon Najib Balala, E.G.H, Cabinet Secretary for Tourism*

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“ Our task of selecting the winners from the 235 entries of great works submitted was made easy with our conviction that great marketing programs are those with a great impact in the transformation of lives. Those that win people's hearts and minds, seamlessly turning their connection into love and passion that naturally drives consumption, revenues and brand equity.

As we noted, the winners will always come from the brands and teams that embrace this spirit ”

Dick Omondi, Chief Judge, 2016



“ In every sector of business, major advancements are delivered not by a single genius, but by combining diverse talents, perspectives and energy inherent in a team. In the same way the marketing industry in Kenya relies on the majority of companies concerned to drive up standards and provide great return-on-investment. At the 2016 MSK Gala Awards, we had many good entries recognized for their ability to appreciate the challenge, derive core insights and provide excellent solutions to achieve set objectives. I congratulate the agencies and their clients for not just incorporating significant time and resources to these activities but also for having the courage to try out new ideas and to think outside of the box. I believe that this is the direction we should sustain in order to make sure-footed progress in the marketing sector ”

Joe Otin, Chief Judge, 2015

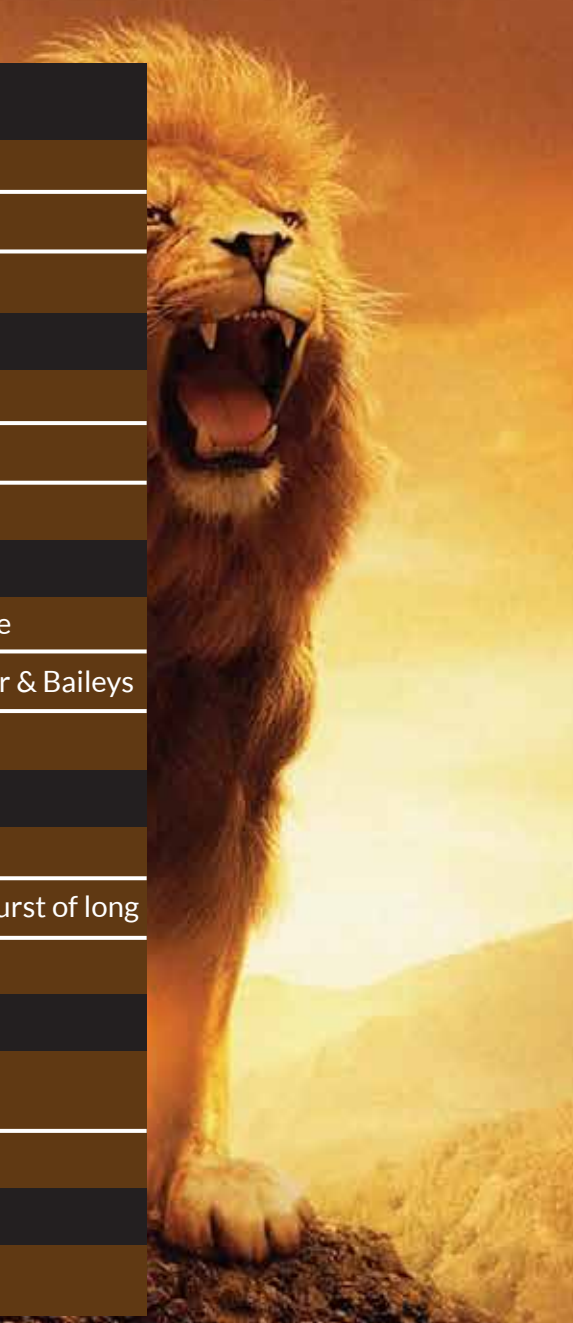
# MSK GALA AWARDS 2016: WINNERS

ADVERTISING CAMPAIGN	COMPANY	AGENCY	CAMPAIGN
Winner	Safaricom	Scanad	Marketing the Network
1st Runners Up	Safaricom	Saracen	Blaze
2nd Runners Up	Unilever	Mindshare	Lifebuoy
EXPERIENTIAL CAMPAIGN	COMPANY	AGENCY	CAMPAIGN
Winner	EABL	Swivel Marketing	Tusker Twende Rio
1st Runners Up	Safaricom	Seven Brand/Game Changers	Blaze
2nd Runners Up	Barclays Bank	EXP Momentum	Wezesha Biashara
DIGITAL MARKETING	COMPANY	AGENCY	CAMPAIGN
Winner	Airtel	Ogilvy Africa	The Madaraka Day Story
1st Runners Up	Airtel	Ogilvy & Mather Africa,Ogilvy One	UnlimiNET 20
2nd Runners Up	Safaricom	Bean Interactive	Blaze
BRAND LOYALTY	COMPANY	AGENCY	CAMPAIGN
Winner	Vivo Energy	YDX	Naomba Nicheki Mbele
1st Runners Up	Optiven Ltd	Optiven Ltd	Ploti Mfukoni
2nd Runners Up	EABL	Swivel Marketing	Pilsner Shikilia Nganya
DISTRIBUTION STRATEGY	COMPANY	AGENCY	CAMPAIGN
Winner	ICT Authority	PMS Group	Digischool
1st Runners Up	Cadbury Kenya	Centrestage	Cadbury Kenya Distr. Strategy
2nd Runners Up	PS Kenya	Swivel Marketing	Kuwa True



# MSK GALA AWARDS 2016: WINNERS

BRAND PR CAMPAIGN	COMPANY	AGENCY	CAMPAIGN
Winner	DSTV	Ogilvy and Mather, Africa	Thunderclap
1st Runners Up	Optiven Limited	Optiven Limited	Pata Ploti B4 40
2nd Runners Up	Safaricom	Ogilvy and Mather, Africa	Madaraka Day Story
PRODUCT LAUNCH	COMPANY	AGENCY	CAMPAIGN
Winner	KCB	Squad Digital	Ule msee
1st Runners Up	Bradley Kenya Ltd	Transcend Media Group	its big
2nd Runners Up	Barclays Bank	Saracen Media Group	Blaze
SALES PROMOTION	COMPANY	AGENCY	CAMPAIGN
Winner	Vivo Energy	YDX	Naomba Nicheki Mbele
1st Runners Up	EABL	JWT	Smirnoff, Johnie Walker & Baileys
2nd Runners Up	P & G	YDX	Ariel Mall Activation
PRODUCT RE-LAUNCH	COMPANY	AGENCY	CAMPAIGN
Winner	PS Kenya	Transcend Media Group	Kuwa True
1st Runners Up	Unilever	Hallmark	Sunlight- Burst after burst of long
2nd Runners Up	Resolution Health	Ogilvy & Mather Africa	The Gourds Campaign
SUSTAINABILITY MARKETING	COMPANY	AGENCY	CAMPAIGN
Winner	KCB Foundation	Scanad, Squad Digital, Ogilvy PR, KCB Marketing & KCB Foundation teams	2jjajiri
1st Runners Up	Unilever EA	Sajeki Agency	Lifebuoy-Sherry
JUDGES CHOICE			
Winner	ICT Authority	PMS Group	DIGI SCHOOL





Safaricom team receive their trophy for the Best Advertising Campaign 2016, awarded by Hon. Najib Balala, E.G.H, CS Ministry of Tourism. Scanad was the winning Agency behind the campaign.



Coca-Cola team receive the trophy for the Best Sports Marketing Campaign, awarded by Naito Gitobu, Manager Marketing & Customer Services - NHIF. Ogilvy & Mather Africa was the winning Agency behind the campaign.



KCB team receive the trophy for the Best Sustainability Marketing & Social enterprise Campaign awarded by Muthoni Kanyana, MD MK Africa.



DSTV team receives their trophy for the Best Brand PR awarded by Hon. Najib Balala, E.G.H, Cabinet Secretary for Tourism Ogilvy & Mather was the winning Agency behind the campaign.



KCB team receive the trophy for the Best Product Launch Campaign awarded by Chris Diaz, Director Brand Kenya Board & Marketing Director, Kenya Airways Scanad was the winning Agency behind the campaign.



EABL team receive Best Experiential Campaign awarded by Laurence Kibare, Assistant Manager Public Education – NHIF Swivel Marketing was the winning Agency behind the campaign



Vivo Energy & Youth Dynamix team receive Best Sales Promotion Campaign, awarded by Mr Lenny Ng'ang'a, APA Chairman.



VIVO Energy and Youth Dynamix team receive Best Brand Loyalty Campaign, awarded by Peter Rotich Key Accounts Manager Sameer Group Ltd.



ICT Authority receive judges Choice Award, awarded by Hon Najib Balala, E.G.H Cabinet Secretary for Tourism



ICT Authority and PMS Group receive Best Distribution Strategy and Implementation, awarded by George Waciuri, CEO Optiven Ltd



PS Kenya and Transcend Media Group receive Best Product Re-Launch, awarded by Sheila Mugusia, Chief Manager Customer Experience, Kenya Revenue Authority



Airtel Kenya team receives a trophy for the Best Digital Marketing Campaign, awarded by Regina Nyuguto, Industry Manager - Google Kenya. Ogilvy & Mather was the winning agency for this campaign.



# GALA AWARDS 2016 JUDGES



**DICK OMONDI**  
Associate, Audimu  
Communications



**AHMED SALIM**  
MD - CUBE



**BETTY MWANGI**  
Marketing Manager Imperial Bank



**BERNARD OBURA**  
Head of Sales & Marketing KLB



**CAROLE KIMUTAI**  
Digital Strategist



**JOE OTIN**  
CEO The Collective



**JANE NZOMO**  
CEO Consumer Options Ltd



**JAWAD JAFFER**  
Project Manager - Super Brands





# GALA AWARDS 2016 JUDGES



**JOHN GACHEO AUKA**  
General Manager - Super Sport



**JOYCE KIBE**  
Director Zaki Consulting Group



**KENNETH MACHARIA**  
Director of Resource & Business  
The Aga Khan University



**MOSES KEMIBARO**  
CEO Dot Savvy Africa Ltd



**MBUGUA NJIHIA**  
CEO Symbollic



**ROSE RONOH**  
Manager Customer Service -  
Ketrade



**SUSAN MAKAU**  
CEO International School  
of Advertising



**WILLIAM KALOMBO**  
CEO Marketing Africa

# MSK GALA COMMITTEE 2016



**CHAIRPERSON  
GALA COMMITTEE**  
**EUNIE NYAKUNDI**  
Marketing Leader E. Africa - IBM



**MAGGIE IRERI**  
Founder & CEO of TIFA  
Research, Director Frontiers  
Sports



**JANE GATY**  
Head of Business Devt  
PMS Group



**MUTHONI KANYANA**  
CEO - MK - Africa



**CAROLINE W. WANYAMA**  
Group Business Development  
/ Marketing Manager RMS



**CHRISTINE K. ODERO**  
MD - Supamamas



**JOSEPHINE WAWERU**  
Admin & Membership  
Coordinator, MSK



**GRACE KAMUNDE**  
Events Coordinator, MSK



**ALEX MASIKA**  
Head of Business Devt  
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