

UGANDA MARKETING EXCELLENCE AWARDS 2023 REPORT

MARKETER'S BIGGEST NIGHT

UMEAS
UGANDA MARKETING EXCELLENCE AWARDS



Foreword By UMEAS

In the ever-changing marketing landscape, one thing has remained constant: the pursuit of excellence in Uganda. UMEAS, a registered property and franchise of Evolve Group Africa is at the forefront of celebrating marketing excellence in many forms.

Evolve Group Africa has had a long-standing commitment to recognizing and celebrating professional excellence, Marketing in general, therefore, we are natural allies in the quest to make marketing deliver.

Last year's awards showed an impressive line-up of work that achieved incredible goals amidst the economic challenges affecting society as well as the Marketing industry.

To uncover the 'why' behind this work that was delivered in difficult circumstances, we evaluated over 250 campaign assets awarded by UMEAS in 2023 backed by our Marketing council constituted of a team of 6 renowned industry Marketing professionals. The results reinforce what we know about the brilliance of UMEAS winners, they are strong at cutting through clutter, creating memories for the brand, and setting the brands apart in people's minds.

Join us in learning from the best and peaking under the bonnet of what made their ideas work.



Congratulations to all finalists and winners

In this report, we delve deep into the data and insights gathered from the entrants, and winners of the 2023 UMEA. Our goal is to uncover the patterns, strategies, and stories that have shaped last year's most successful campaigns. As we journey through the pages of this report, we invite you to join us in a quest to understand not just what worked, but why and how it worked. Evolve Group Africa acknowledges the transformative power of data-driven insights and believes that behind every great marketing initiative lies a wealth of data waiting to be harnessed, understood, and applied. This report aims to be a source of knowledge and inspiration, serving as a guide for marketers, strategists, and decision-makers to navigate the ever-evolving field of marketing.

As Evolve Group Africa, we extend our deepest gratitude to the UMEAS community of brands and agencies for their invaluable contributions, the entrants for their willingness to share their journeys, and the winners for their remarkable achievements.

Our special appreciation also goes to the diligent UMEAS jury, researchers, analysts, marketing professionals, and contributors who poured their expertise into bringing this report to life.

As you immerse yourself in the findings and insights presented, we hope you find inspiration that sparks new ideas and strategies that resonate with your goals to continue your pursuit of marketing excellence.

Here's to the power of data, the magic of insights, and the journey towards enduring excellence.

Executive Summary

A. Performance overview

- 282 Entries - 43% increase from 2022.
- 92 Finalists - 11% increase from 2022
- 12 Winners out of 12 Categories

Awards evaluation criteria / process

No	Activity / Process
1	Call for submissions.
2	Jury share short list of nominees basing on an average weighted score of the Jury's independent evaluations of all entries. Nominees are shortlisted basing on the Average Category Score (ACS). Submissions below this score do not qualify for public voting. Evaluation of submissions is based on submitted information only.
3	Public voting (For categories that qualify). The public vote is a mechanism through which UMEA it's able to get the opinion of the customer audience reaction towards the campaign. Public vote accounts for 40% of the total score. Only the following award categories were subjected to a public vote 3.1 Best Use of Experiential Marketing 3.2 Best Innovation product / Service / Process 3.3 Best use of PR 3.4 Best Use of Digital Marketing 3.5 Best Use of Partnership Marketing 3.6 Best Advertising campaign
4	Computation of Final weighted score and announcement of top 3 winners

Jury evaluation is only subject to the information submitted during the UMEA 2023 submission. The submissions were informed by a submission criterion communicated prior and during the submission period.

The submission criteria is stipulated below

- Alignment to overall marketing and/or corporate strategy and detailing all of marketing execution objectives
- Share market insights that inform campaign execution all product/process service development.
- Implementation detailing execution mechanics and budgets.
- Impact measure relative to alias stipulated marketing objectives

UMEAS Jury

1 Ngulumu Immaculate Nabatte

FCIM, Chartered Marketer, Chartered Marketing Analyst, MCIPR, MBA

- Chief Marketing Officer, Centenary Bank,
- Member of the CIM Honorary Council of Advisors of UMS
- Fellow of The Chartered Institute of Marketing
- Over 20 years Marketing experience

2 Dr. Benedict Mugerwa, PhD

FCIM, Chartered Marketer

- Head Center for Professional Courses and Senior Consultant at Uganda Management Institute
- Fellow of the Chartered Institute of Marketing
- Over 25years of Marketing experience

3 Barbra Arimi Teddy

DipM, MCIM, Chartered Marketer, MCIPR, MBA

- Head of Marketing and Communications at National Social Security Fund (NSSF)
- Board Mmember at DFCU Group.
- Over 18 years' experience in Marketing

4 Rogers Anguzu

DipM, MCIM Chartered Marketer, MBA

- Commercial Director Crown Beverages Ltd.
- Member of the CIM Honorary Council of Advisors of UMS
- Over 15 years of Marketing experience.
- Exec. MBA, MSc CIS
- Board Member Mytalu Uganda

5 Jackie Namara Rukare

FCIM Chartered Marketer, MBA

- CEO Iguru Consult Ltd
- Member of the CIM Honorary Council of Advisors of UMS
- Fellow of the Chartered Institute of Marketing
- Marketing Tutor with Edinburgh Business School (Strategic Marketing) at MAT Abacus Business School the Approved Learning Partner for the Edinburgh Business School MBA programme.
- Over 20years of Marketing experience

6 JohnPaul Okwi (UMEA 22/23 Jury Chairman)

DipM, MCIM, Chartered Marketer, Chartered Marketing Analyst (CMA), MBA

- Founding President, UMS
- Marketing Tutor with the Chartered Institute of Marketing (Managing Brands) at Datamine, an accredited study center of The Chartered Institute of Marketing
- Marketing Tutor with Edinburgh Business School (Strategic Marketing) at MAT Abacus Business School the Approved Learning Partner for the Edinburgh Business School MBA programme.
- Fellow of The Global Academy of Finance and Management
- Manager Sponsorships/Events, MTN Uganda
- 14 years of Marketing experience

UMEAS' 2023 Data Analysis

Best Use of Experiential Marketing 2023 Award Winner Smirnoff Fiestas



The award sought to reward the campaign with the best experiential marketing aimed at connecting the brand with their customers through uniquely customized online and offline experiences.

The Data Experiential Marketing Campaign of the Year 2023

No	Campaign	Brand	Total	Jury Average Score (A)	60% Weighting of Jury Score (A)	No. of Public Votes	40% Weight of Public Vote (B)	Total Average Score (A+B)
1	Smirnoff Fiestas	Smirnoff	241	80.33	48.20	940	376	424
2	C-Care Brand Relaunch	C-Care Uganda	197	65.67	39.40	558	223	263
3	Bell Lager CEO	Bell Lager	252	84.00	50.40	187	75	125
4	Digital Economy Showcase	Innovation Village	175	66.20	39.72	175	70	110
5	This will be good	Singleton Uganda	224	74.67	44.80	152	61	106
	Whiskey Desire	Johnnie Walker	215	64.00	38.40	—	—	—
	Guinness Bright House	Guinness	142	47.33	28.40	—	—	—
	Hi Skool Kiromo	Psalms Food Industries	149	49.67	29.80	—	—	—

Total Average Judges Scores Total 532

Total Votes 2,012

Average Category Score ACS 66

Jury Insights

1. The winning submission demonstrated measurable campaign performance with a +31% growth in volumes recorded over the duration of the campaign.
 2. Furthermore, the submission showed the creative and immersive experiences that were cross functionally implemented offline and online.
 3. Notably, most of the campaign submissions did not speak to the qualitative measurement of success. A key learning under this category is that even though experiential Marketing largely involves engagement with sensory stimuli, these campaigns too must be able to generate motive association that can be quantified with specific output criteria (KPIs) that would have been clearly stipulated at in the campaign objectives.
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Special Category Recognition Bell Lager CEO / Bell Lager

The campaign exemplified industry leading customer-based targeting and ultimately generated trackable excitement amongst the target audience.

 **“The best and most beautiful things in the world cannot be seen or even touched, they must be felt with the heart.”**
- Hellen Keller -

Best use of PR 2023

Award Winner Twekoze Program KCB Bank



The award sought to recognize the brand with the most successful PR campaign that was able to introduce the brand to a broader audience and ultimately raise awareness and build brand identity.

Key Award considerations

- Did the campaign have clear objectives?
- Was there a cross-channel approach to the campaign?
- Did the campaign submission demonstrated clear understanding of the targeted audience/ publics?
- Were there any exciting creative angles to the PR campaign?
- Were there measurable results from the PR campaign?

The Data PR Campaign of the Year

No	Campaign	Brand	Total	Jury Average Score (A)	60% Weighting of Jury Score (A)	No. of Public Votes	40% Weight of Public Vote (B)	Total Average Score (A+B)
1	Now You Cab Campaign	NSSF	255	85.00	51.00	208	83	134
2	Rotary Cancer Run 2023	Centenary Bank	239	79.67	47.80	775	310	358
3	A better Uganda Campaign	Uganda Development Bank	228	76.00	45.60	269	108	153
4	Twekoze Program	KCB Bank Uganda/GIZ	218	72.67	43.60	1,500	600	644
	The Voice African	Airtel	202	67.33	40.40	—	—	—
	Whiskey Desire	Tusker Lite	207	63.20	37.92	—	—	—
	Guinness Bright House	Multichoice	210	60.10	36.92	—	—	—
	Hi Skool Kiromo	Stanbic	179	55.00	33.00	—	—	—

Total Average Judges Scores Total 559 Total Votes 2,752
 Average Category Score ACS 70

Jury Notes

- The winning submission demonstrated results of the skilling program that translated into quantifiable gainful employment and self-employment. However, there Jury observed that there was a greater opportunity to further leverage online PR given the youthful target audience.
- The submission indicated achievement of clear media visibility targets.

Special Category Recognition ☑ Now You Can – NSSF

The campaign was recognized for carrying out strong internal Marketing campaign with a very important stakeholder, the employees. It was observed that many of the submission omitted engagement of employees and yet play a very central role in PR and are a high believability score.

☑ **“If my business were down to its very last dollar, I would spend it on Public Relations.”**

- Bill Gates -

Best use of Digital Marketing Award Winner Leave Eat to KFC



This award category sought to recognize the campaign that demonstrated clear goals and objectives that the digital campaign sought to achieve and used unique digital techniques to scale, reach and engage the target audience. The submissions should have shown the deliberate use of cross channel digital tools.

Key Award considerations

1. Did the digital campaign have clear goals & objectives?
2. Did the campaign use unique disruptive digital techniques to scale reach, engage or convert in line with stated objectives?
3. Were there opportunities for leverage of user generated content?
4. Where there are measurable results from the digital campaign?

The Data Best use of Digital Marketing

No	Campaign	Brand	Total	Jury Average Score (A)	60% Weighting of Jury Score (A)	No. of Public Votes	40% Weight of Public Vote (B)	Total Average Score (A+B)
1	Leave Eat to KFC	KFC Uganda	195	65.00	39.00	1,005	402	441
2	Lead generation Campaign	UAP Old Mutual	255	85.00	51.00	941	376	427
3	Miranda Rebrand Campaign	Crown Beverages Ltd	206	67.50	40.50	396	158	199
4	The Voice Africa	Airtel	218	72.67	43.60	370	148	192
5	Cente Shopping Fest	Centenary Bank Uganda	230	76.67	46.00	355	142	188
6	All In One	Royco	204	68.00	40.80	228	91	132
7	More Flavour More Edge	Smirnoff	206	68.67	41.20	156	62	104
8	Black Shines Brightest	Guinness Uganda	193	64.33	38.60	149	60	98
9	UG Comedy Campaign	Uganda Waragi	195	65.00	39.00	69	28	67
10	UEFA Champions League	Crown Beverages Ltd	206	68.00	40.80	63	25	66
11	Drive Brand New, Zero Mileage	CFAO Motors	202	67.33	40.40	31	12	53
12	Ayute Africa Challenge	Heifer International	206	64.10	38.46	23	9	48
	Tusker Lite Neon Street Rave	Tusker Little	187	62.33	—	—	—	—
	Wealthwise series	absa	166	55.33	—	—	—	—
	Aquafina enriched drinking	Aquafina	165	55.00	—	—	—	—
	Genda Okikube	Vivo Energy	162	54.00	—	—	—	—
	Bell Lager CEO	Bell Lager	142	47.33	—	—	—	—
	An Oner for Everyone	Harris Internantional	116	38.67	—	—	—	—

Total Average Judges Scores Total 1145

Total Votes 3,786

Average Category Score 64

Jury Insights

1. The winning submission tapped into relevant behavioral insights (January financial challenges) of their target audience providing emotional relevance to the campaign.
2. The customization of OOH messaging in the regions further scaled the campaign and supported the digital executions. A key insight observed was the intentional integration of offline channels to scale the primarily digital driven campaign.
3. The submissions demonstrated a 62.2% growth in online interactions with impressions growing to over 1million.
4. The Jury however observed that many campaigns submitted under this category evidenced the use of various digital tools but did not demonstrate their disruptive application and limited their executions to the normal. With the growing complexity of customer behavior online, the Jury observed that the generic application of the ‘chorus’ digital tools wouldn’t generate online engagement of the ever increasingly complex online customer.
5. The Jury further observed the skewed appreciation of digital only being limited to online executions, e-commerce and very little usage of m-commerce and other mobile enabled platforms.

Special Category Recognition □ Lead Generation Campaign - UAP

The campaign leveraged disruptive digital tools effectively using Machine learning and programmatic advertising tactics that insured finer targeting of the audience there by increasing ROI through achievement of lead generation, conversion, and sales objectives.

Ignoring online marketing is like opening a business but not telling anyone”

- Unknown -

Best Innovation (New Product / Service/Process) 2023

Award Winner Hospital Sente – Airtel Mobile Commerce



The award sought to recognize a brand that has either developed a new product or process, enhanced an existing product or process, or developed a new feature to a current product/process. The Innovations should have been able to address a consumer / processes need.

Key Award considerations

1. Did the Innovation have clear objectives?
2. There should be clarity around the nature of Innovation i.e new product, enhancement of existing product or new feature to a current product etc.
3. Submission should evidence business or consumers' adoption / Usage and contribution to the topline.

The Data Best Innovation (New Product / Service / Process)

No	Campaign	Brand	Total	Jury Average Score (A)	60% Weighting of Jury Score (A)	No. of Public Votes	40% Weight of Public Vote (B)	Total Average Score (A+B)
1	Hospital Sente	Airtel Mobile Commerce	204	68.00	40.80	632	253	294
2	Eazzy stock Financing	Equilty Bank Uganda	230	79.67	46.00	423	169	215
3	Royoco All in One	Unilever Uganda	221	73.67	44.20	322	129	173
4	Miranda Rebrand Campaign	Crown Beverage Ltd	192	64.00	38.40	218	87	126
5	Kikole for less	Stanbic Bank Uganda	208	69.33	41.60	193	77	119
6	Drive Brand New, Zero Mileage	CFAO Motors	197	65.67	39.40	64	26	65
	NRG Radio	NRG Radio	144	48.00	—	—	—	

Total Average Judges Scores _____ 465

Total Votes _____ 1,852

Average Category Score _____ 66

Jury Insights

1. The winning submission clearly linked the innovation product to the objectives i.e the low insurance rates verses growing fintech adoption.
2. The winning submission shared measurable results from product adoption and continuous tweaking of campaign mechanics to drive better adoption which spoke to continuous product improvement even upon launch.
3. The winning submission spoke to market relevance and timeliness of the Innovation in the midst of a reported high accident rate amongst the target audience.

Special category recognition ☑ Easy Stock Financing / Equity Bank Uganda

The Product was creative and innovative tapping into cultural and religious behavioral and psychographic attributes that drove acquisition through targeting Muslim business entrepreneurs and charging no interest but rather charging commission on the margins earned.

The submission also demonstrated a clear link between product and commercial realization as it drove stock owners to choose the Equity bank for all their stock financing needs.

☑ **A business only has two functions, Marketing and innovation,”**
- Peter Drucker -

Best Use of Partnership Marketing

Award Winner Hospital Sente (Airtel Mobile commerce Ltd in partnership with Prudential Uganda and Turaco)



The award sought to recognize the brands that demonstrated strategic fit in relation to the competences that the brands brought to the partnership and showed clear results from the partnership Marketing initiative like access to new customer bases, cost effective Marketing, reduced risk exposure etc.

Key Award considerations

1. Were there clear strategic objectives for the partnership?
2. Was their strategic fit in relation to the competences that both brands brought to the partnership?
3. Were there demonstrated mutual benefits from the partnership?

The Data Best use of Partnership Marketing

No	Campaign	Brand	Total	Jury Average Score (A)	60% Weighting of Jury Score (A)	No. of Public Votes	40% Weight of Public Vote (B)	Total Average Score (A+B)
1	Whiskey Desire	Johnnie Walker	234	78.00	46.80	210	84	131
2	Now You Can campaign	NSSF Uganda	232	77.33	46.40	634	254	300
3	Cente Shopping Fest	Centenary/ Jumia	231	77.00	46.20	650	260	306
4	This will be good	Singleton	227	75.67	45.40	94	38	83
5	Hospital Sente	Airtel / Prudential	213	71.00	42.60	861	344	387
6	Roast & Rhyme Wild	Swangz Avenue	210	70.00	42.00	180	72	114
7	UEFA Champion League	Crown Beverages	208	69.33	41.60	310	124	166
8	Stanbic Bank Black Pirates	Stanbic	206	68.67	41.20	186	74	116
	UG Comedy	Uganda Waragi	205	68.33	-	-	-	-
	Hi Skool Kiromo	Psalms Food Industries	152	50.67	-	-	-	-
	Katogo Invitational	I&M Bank	151	50.33	-	-	-	-

Total Average Judges Scores Total 756 Total Votes 3,125
 Average Category Score 69

Jury Insights

1. The winning submission leverage strong market insights regarding low insurance penetration and the high accident right particularly involving the target audience to craft the partnership.
 2. The Jury further observed the focus on the product launch that gave the product a strong springboard upon which all the other go to market channels leveraged. The essence of a good launch engagement that further solidified and provided visibility to the two brand partnerships.
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“I can do things you cannot, you can do things I cannot, together we can do great things.”
- Mother Teresa -

Advertising Campaign of the Year

Award Winner ☑ Whiskey Desire - The Ugandan Tale / Johnnie Walker Uganda

The award sought to recognize an advertising campaign that demonstrated an impactful delivery of a series of advertising messages with a specific theme to a market segment of existing and potential consumers through Integrated Marketing Communications platforms. The brand alignment, creativity, quality of work, Innovation, and audience appeal underscored the decision.

Key Award considerations

- Did the campaign have clear goals & objectives with a clear strategy to inform the execution?
- Was there application of unique/disruptive advertising techniques to scale reach?
- Was there integration of digital and traditional media?
- Were there any measurable results?



The Data Advertising Campaign of the Year

No	Campaign	Brand	Total	Jury Average Score (A)	60% Weighting of Jury Score (A)	No. of Public Votes	40% Weight of Public Vote (B)	Total Average Score (A+B)
1	Bell Lager CEO	Bell Lager	246	82.00	49.20	102	41	90
2	Now You Can	NSSF	245	81.67	49.00	237	95	144
3	Royco All in one	Unilever Uganda	235	78.33	47.00	244	98	145
4	Whiskey Desire	Johnnie Walker	223	74.33	44.60	605	242	287
5	Kikole for less	Stanbic Bank	221	73.67	44.20	185	74	118
6	The Voice Africa	Airtel Uganda	212	70.67	42.40	401	160	203
7	Mirinda rebrand campaign	Crown Beverages Ltd	209	69.67	41.80	84	34	75
8	This will be good	Singleton Uganda	206	68.67	41.20	43	17	58
9	UEFA Champions League campaign	Crown Beverages Ltd	197	65.67	39.40	110	44	83
	Be Fraud Alet	Centenary Bank Uganda	193	64.33	—	—	—	—
	Wefugge	Total Energies	192	64.00	—	—	—	—
	Reach for More	Pilsner Lager	187	62.33	—	—	—	—
	Tusker Lite Neon Street Rave	Tusker Lite	186	62.00	—	—	—	—
	Black Shines Brightest	Guinness Uganda	184	61.33	—	—	—	—
	Urology Camp	C-Care Uganda	183	61.00	—	—	—	—
	Drive Brand New, Zero Mileage	CFAO Motors	182	60.67	—	—	—	—
	Aquafina Enriched Drinking	Aquafina	178	59.33	—	—	—	—
	An Oner for Everyone	Hanis International	171	57.00	—	—	—	—
	Hi Skool Kiromo	Psalms Food Industries	164	54.67	—	—	—	—
	Guinness Brand House	Guinness Uganda	74	24.67	—	—	—	—

Total Average Judges Scores Total 1296 **Total Votes** 2,011

Average Category Score 65

Jury Insights

1. The winning submission included various cross functional elements of execution that included OOH advertising, captivating visibility in the trade, well executed in massive consumer experiences that were well targeted like the music experiences that blended in well with the Johnny Walker experience as well as a unique gifting studio will execute it in the public space with high foot traffic.
2. The most observed weakness amongst most submissions was a heavy skew of advertising towards digital advertising at the expense of traditional advertising.

❏ **Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”**
- Henderson Britt -

Best ESG Campaign

Award Winner ☐ Growing together tree planting campaign-Treescape Planet Organization

The winner in this category demonstrated clear underlying commitment by the campaign and brand towards positively impacting the community in which they operated and showed clear promotion of sustainable practices. They also demonstrated governance policies and executions around transparent and ethical business practices.



Key Award considerations

1. Evidence of a clear underlying commitment by the company/organization towards positively affecting the world or the community in which they operate?
2. Evidence of Environmental aspects like ☐ promotion of sustainable practices, reducing carbon footprint and conserving natural resources etc.
3. Evidence of Social aspects like ☐- Initiatives that support communities, promotion of diversity and inclusion, ensure fair labor policies etc
4. Evidence of Governance aspects like ☐ policies or executions of transparent and ethical business practices, board diversity, effective risk management etc
5. Campaigns should be able to galvanize participation from communities particularly for environmental and social components.
6. Submission of measurable results from the ESG campaign?

The Data Best ESG Campaign

No	Campaign	Brand	Total	Total Average Score (A+B)
1	Growing Together	Treescape Planet Organisation	180	60.00
2	Tusker Lite Rwenzori Marathon	Tusker Lite	173	57.67
3	Wefugge- Road Safety Campaign	TOTAL Energies	167	55.67
4	One million Trees Campaign	absa Bank Uganda	163	54.33
5	Tree Planting	FINCA (U) MDI	153	51.00
	Action For Sustainability	TOTAL Energies	152	50.67
	Genda Okikube	Vivo Energies	136	45.33
	Change Makers	MTN Uganda	95	31.67
		Total Average Judges score		31.67
		Average Category Score		51

Jury Insights

1. Majority of the submissions we're not able to demonstrate an organization wide commitment towards ESG better communicated through an ESG policy, culture and/or values.
2. The Jury observed a biased approach towards ESG with majority of the submissions having a stronger focus on the environmental aspects add little or no evidence of social and governance aspects in their submissions.
3. There was generally minimum comprehension of ESG. This was observed by the low Average Category Score of 51, the lowest among all UMEAS Categories.

“ESG is no longer just about a philanthropic desire to do good and be a good corporate citizen. It heavily influences the way that investors, customers, and potential hires look at us as well.”

- Hatem Dowidar -

Best Not Profit / Social Good Campaign

Award Winner ☑ Rotary Cancer Run 2023-Submitted by Centenary Bank



The winner in this category demonstrated a commitment to serve the public good through effective focus in creating awareness for a cause and rallying communities / customers around the social good and sharing measurable impact of the social good activity.

Key Award considerations

1. Was there a clear underlying objective by the company towards positively impacting the world or the community in which they operate?
2. Was the Campaign able to mobilize community / public involvement?
3. Where there are measurable results from the campaign and a demonstration of impact?

The Data ☑ Best Not Profit / Social Good Campaign

No	Campaign	Brand	Total	Total Average Score (A+B)
1	Rotary Cancer Run	Centenary Bank Uganda	243	81.00
2	Ayute Africa Challenge	Heifer International	226	75.33
3	Growing Together through Inclusive tree olanting	Treescape Planet Organisation	210	70.00
4	Talent Factory	Multichoice Uganda	198	66.00
5	One Life One Tree	C-Care Uganda	197	65.67
	Wefugge	TOTAL Energies	166	55.33
	Health wise series	Vivo Energies	153	51.00
Total Average Judges score			464	
Average Category Score			66	

Jury Insights

1. The winning submission had clear and measurable objectives. The campaign submission demonstrated achievement of set objective especially in collecting over 1bn Uganda shillings for the cancer ward at Nsambya Hospital.
2. Campaign execution garnered overwhelming community involvement through mobilization of various touch points across supported by Centenary Bank branches and Rotary clubs.
3. The Jury however observed that the measurability of the submission in this category were more financially and short-term making it difficult to measure the social impact of the campaigns over the long term. It is therefore recommended that campaigns further include impact assessment studies towards their campaign evaluations to capture the ripple effects of such initiatives in the community.

“Do your little bit of good where you are, it’s those little bits of good put together that overwhelm the world.”
- Desmond Tutu -

Rising Agency of the Year 2023 Award Winner Zeus the Agency



The award sought to recognize an emerging leader in agency management and recognizes an agency that has been in continuous business operation for no more than 5 years but with an acknowledgement and highlight of outstanding and Innovative work.

Key Award considerations

- Submitted 3 - 5 cases of the marketing work generated by the agency for its most key business accounts during the period under consideration.
- A demonstration of impact on business results for the cases submitted.
- A demonstration of the agency approach to move towards becoming more sustainable.
- Demonstrated robust disruptive go-to-market strategy application and boasted of notable corporate and individual clientele.
- An insight in the agency's culture, philosophy, and measure to promote talent.
- An explanation of the agency positioning in the market and how it differentiates from others.

The Data Raising Agency of the Year

No	Campaign	Total	Total Average Score (A+B)
1	Zeus The Agency	202	67.33
2	Volcanic Creative	201	67.00
3	Capital One Group	195	65.00
4	Lime Media	170	48.00
5	Empire Marketing Solution	144	43.00
	Iverse Digital	129	41.00
	Pivot Media & Marketing	113	37.67
		Total Average Judges score	426
		Average Category Score	53

Jury Insights

1. Winning submission showcased reputable clientele for whom they had executed 360° Marketing campaigns.
2. The winning agency submissions were all in line with the UMEAS judging criteria and had detailed methodologies and measurement criteria for campaign submitted under various categories.
3. The winning submission also a strong cultural ethos which is in part demonstrated by hiring of young and vibrant teams with very strong personal digital brand identity.

Special category recognition Zeus the Agency

The Jury recognized Zeus the Agency's influencer program which was an additional benefit to their clientele providing additional value for money and enabling the management of clientele corporate reputation online.

“Everyone can rise above their circumstances and achieve success if they are dedicated to and passionate about what they do.” - Nelson Mandela -

Agency of the Year 2023 Award Winner. Metropolitan Republic



Agency of the Year is more than just a commendation of great work—it is a celebration of exceptional business performance and an impressive portfolio of clients.

This award sought to recognize the Agency that demonstrated the impactful delivery of value to their clients in their quest to identify customer needs and determine the best way to satisfy those needs through the disciplines of Marketing, Advertising and Public Relations (PR)

Key Award considerations

- Submitted 3 - 5 cases of the integrated Marketing work originally generated by the agency for its most key accounts during the period under consideration.
- A demonstration of Impact on business results for the cases submitted
- An explanation of the agency culture, philosophy, and measure to promote talent.
- An explanation of the agency positioning in the market and how it differentiates from others.

The Data Agency of the Year

No	Campaign	Total	Total Average Score (A+B)
1	Metropolitan Republic	234	78.00
2	Fireworks Advertising Ltd	207	69.00
3	Zeus The Agency	207	69.00
4	Buzz Events	198	66.00
	Blu Flamingo Africa	166	55.33
	Saladin Media	153	51.00
	Swangz Avenue	137	45.67
	Brainchild BCW	129	43.00
	Pivot Media & Marketing	123	41.00
Total Average Judges score			518
Average Category Score			58

Jury Insights

1. The winning submission clearly demonstrated an integrated Marketing approach to client engagement. The submissions also detailed measurement of Marketing executions done.
2. The Jury observed that majority of the submissions were lacking in detail making it difficult to effectively evaluate the submissions.

“The key is not the will to win... everybody has that. It is the will to prepare to win that is important.”
- Bobby Night -

Marketing Campaign of the Year Award Winner ☑ Smirnoff Fiestas / Smirnoff



The winner in this category had a formula for grabbing consumers' attention that started with a clear understanding of the target audience and then developed a brilliant Marketing strategy that drove customer engagement and commercial value a notch higher.

Key Award considerations

- Did the campaign have clear objectives?
- Was there an experience that encouraged customers to directly engage and participate?
If so, was the experience creative, immersive and/or unique in execution?
- Was there integration of digital and traditional media or any other disruption?
- Did the campaign generate motive association with the brand?
- Did the campaign have measurable results?

The Data Marketing Campaign of the Year

No	Campaign	Brand	Total	Total Average Score (A+B)
1	Smirnoff Fiestas	Smirnoff	237	79.00
2	Bell Lager CEO	Uganda Breweries	229	76.33
3	Now you can Campaign	NSSF	228	76.00
4	Whiskey Desire	Johnnie Walker	227	75.67
5	This will be Good	Singleton Uganda	225	75.00
6	Kikole For Less	Stanbic Bank	225	75.00
7	Be Fraud Alert	Stanbic Bank	211	70.33
8	Drive Brand New Toyota' Zero Mileage	CFAO Motors	208	69.33
	Mirinda Rebrand	Crown Beverages	205	68.33
	The Voice Africa	Airtel	204	68.00
	UEFA Champions League	Crown Beverages	203	67.67
	Urology Camp	C-Care Uganda	193	64.33
	Wefugge	Total EP	193	61.33
	Reach for More	Pilsner	184	61.33
	Genda Okikube	VIVO Energy	170	56.67
	An Oner for Everyone	Harris International	162	54.00
Total Average Judges score			1101	
Average Category Score			69	

Jury Insights

The winning submission shared in-depth insights into what informed the Marketing campaign over a period of time. This ultimately informed the campaign Marketing execution with a common thread of execution informed by strong customer behavioral (consumption) insights resulting into a targeted Marketing campaign that leveraged the distinctive taste of Smirnoff ICE flavor range to tap into the demonstrated growth opportunity in this segment.

This is against the backdrop that many brands are quick to execute Marketing campaigns without a proper deep dive into appreciating key market and customer insights resulting into a one-size-fits-all approach to Marketing campaign execution.

“The journey is forever. Do not ever let yourself feel like you have arrived, because if you do someone else will come and run right past you. You always have to keep going because you haven’t reached the mountain top yet.”
- Kevin Ashley, Java House, Kenya -

UMEAS Marketing Pioneer Award 2023

Award Winner Mr. Magunda Baker



The award sought to recognize Marketing professionals who have played a crucial role in shaping the industry in Uganda and whose Marketing footprint has left or is leaving a mark on the Marketing field and is further paving the way for the modern Marketing landscape in Uganda.

Key Award considerations

1. Evidence that the nominee has pioneered significant Marketing initiatives/campaigns.
2. Evidence that the nominee has mentored or actively been developing the next breed of Professionals through training / mentorship and has contributed to the overall talent development in Uganda's Marketing industry.
3. Evidence that the nominee has been an inspirational leader in the Marketing industry.

Award Citation:

The UGANDA MARKETING EXCELLENCE PIONEER AWARD 2023

was awarded to an individual whose Marketing journey spans over 25years.

He joined Uganda Breweries Ltd as Head of Marketing before going on to become its first Ugandan CEO.

He has also served as CEO of Ethiopia Hub and Indian Ocean Markets, CEO of Guinness Cameroon and Managing Director of Kenya Breweries Limited. Until recently, He worked with Guinness Nigeria PLC where he was Chief Executive between July 2018 and November 2022.

He has been very instrumental in the mentoring of the current crop of professional marketers today in Uganda and still does so whenever available. He is one of the first Marketers in Uganda to reach the highest office of CEO / MD, casting an inspiration to Marketers and the importance of defining the role of Marketing in the C-Suite. He is a humanitarian and is a founder member of Friends of Football, a football development charity founded in 1997.

He currently serves as the Chief Growth Officer at Dance Africa Corporation, a creation of the fast-moving consumer goods company aimed at expanding business to the continent but also partnering with other companies seeking growth and continental expansion. He is the new Chairperson of the Board of Directors at Stanbic Uganda Holdings Ltd, the parent company of Stanbic Bank.

2023 Key Insights

- Attention to detail, especially on following criteria was highly ignored by brands and agencies.
- Agencies needed to submit separate submissions for Agency of the year category nominations
- Distinctive brand assets make it easier for people to reach your brand. Use your assets and be consistent in incorporating in your campaigns and across touchpoints.
- Creative techniques such as humor can help a brand stand out from the clutter. Take care that it doesn't detract from the brand or the messaging.
- Credible influencers and opinion leaders should be at the service of your brand
- The brand is the star.
- Start strong. Finish strong.
- First and last impressions matter, deliver a strong emotional message to drive brand recognition and recall.



Glossary

UMEAS - Uganda Marketing Excellence Awards

ENTRANTS - Classified as entrants only (excluding winners)

SOV - Share of voice

ROMI - Return on Marketing Investment

OOH - Out of Home

About Evolve Africa

Evolve Africa is a Marketing and Media outfit established in 2018 solely to create platforms where professionals, especially marketers learn, get inspired and be celebrated.

It's a platform created for marketing by marketers.

About the UMEAS

The Uganda Marketing Excellence Awards were first inspired by the extraordinary marketing campaigns that brands and their custodians created, against all odds, during the pandemic.

Spanning every aspect of marketing, from ideation, to creative, execution and measurement, these awards explore how well brands, marketers and their agency partners leverage different media channels, digital and traditional, to create campaigns that make a powerful impact on bottom line and their target audiences hence the name **`Marketer`s Biggest Night`**.

For more information on the report and findings, contact [☐](#)

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