

UMEAS 2024 REPORT

PROMOTING SUSTAINABLE MARKETING

ENDORSED BY EVOLVE MARKETING COUNCIL



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LOOKING AHEAD

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Marketers to recognize the crucial role they play in fostering environmental, regulatory, financial sustainability and cultivating deeper relationships with stakeholders

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Council Members

JohnPaul Okwi, Immaculate Ngulumi Nabatte, Dr. Benedict Mugerwa, Jackie Namara Rukare, Rogers Anguzu, Barbra Arimi Teddy

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INTRODUCTION

The 2024 Uganda Marketing Excellence Awards (UMEAs) focused on the ever-growing need for Marketers to recognize the crucial role they play in fostering environmental, regulatory, financial sustainability and cultivating deeper relationships with stakeholders. In today's fast-evolving marketplace, where consumers are increasingly conscientious about the impact of their purchasing choices, embracing sustainable marketing practices has never been more important.

The Awards sought to highlight that sustainability in Marketing goes beyond mere compliance with regulations; it signified a holistic approach that aimed to harmonize business excellence with environmental stewardship. By integrating sustainable practices into the Marketing strategies, organizations could contribute positively to the environment while enhancing their reputation and operational efficiencies. This approach not only appeals to socially responsible consumers but also fosters loyalty and trust, ultimately driving long-term sustainability of businesses.

The Awards further sought to stress the importance of sustainable Marketing's focus on resource efficiency. Companies that prioritized sustainability are not only protecting the planet but also positioned themselves for resilience in the face of changing market demands. This included adapting to resource scarcity, mitigating risks associated with climate change, and aligning product offerings with consumer expectations for sustainability. This leads to a competitive edge, as consumers increasingly prefer brands that demonstrate a commitment to sustainability.

The 2024 UMEAS served as a platform to celebrate organizations that were paving the way for sustainable marketing practices. By honoring those that aligned their marketing efforts with eco-friendly principles, operational efficiency and stakeholder engagement and at the core, The UMEAS help foster a community of marketers who share best practices, collaborate on innovative solutions, and inspire each other to adopt sustainable approaches.

The UMEAs seek to celebrate achievements in Marketing, as well as rally Marketers to remain steadfast in our commitment to sustainability. Together, we can elevate the Marketing profession and contribute to a more sustainable Uganda.

JURY MEMBERS



NGULUMI IMMACULATE NABATTE
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UMEAS 2024 OVERALL PERFORMANCE

A Performance overview

- 322 Entries - 40% increase from 2023
- 113 Finalists - 12% increase from 2023
- 12 Winners out of 12 Categories

B Awards evaluation criteria

The competition is open to campaigns (implemented only for the Ugandan market) created and promoted between 1 st Nov 2023 – 31st October 2024

CAMPAIGNS\PROJECT CATEGORIES

Note: The evaluation criteria were based on the weightage outlined below. Following the evaluation process, an Average Category Score (ACS) was generated, which served as the selection threshold. Only submissions that exceeded the ACS were considered for public voting or for Jury evaluation in the non-public vote categories.

Parameters	Weightage
1. Alignment to Strategy <ul style="list-style-type: none"> The submission must clearly demonstrate how the campaign aligns with the overarching Business and/or Marketing strategy. Submission should indicate how the campaign aligns to corporate and/or business strategy 	15%
2. Objectives and Budget <ul style="list-style-type: none"> Submit the SMART (Specific, Measurable, Attainable, Relevant and Timely) objectives the campaign/project aimed to achieve. Were there particular targets established for this initiative/campaign? Additionally, submit a detailed breakdown of the associated costs. If a comprehensive breakdown is not feasible, please provide the overall financial range of the execution budget 	15%
3. Implementation <p>Present the challenges and solutions implemented with the following</p> <ul style="list-style-type: none"> Showcase creative Initiatives of the projects/campaigns Expond on Audience Engagement Strategies implemented 	30%
4. Impact <ul style="list-style-type: none"> Showcase the direct link between the results achieved and the original SMART (Specific, Measurable, Attainable, Relevant and Timely) objectives set. Emphasize budget management and discipline where applicable Present concrete figures instead of percentages whenever feasible, allowing to see the tangible results. 	40%

Parameters

Weightage

1. Work executed.

- **Client success stories**
Submit **5 Marketing campaign works** initially generated by the agency and executed at least 60% during the period under consideration.
- Demonstrate impact on business results for the cases explained above

50%

2. Market Positioning

1. Describe your unique positioning and how it differentiates you in the market. There should be clarity of the agency's specialization in relevant sectors/niches if applicable.
2. Agency Credentials

50%

- **Reputation and reviews**
Share client testimonials, online reviews and ratings from relevant and credible platforms.
- **Awards and Recognitions**
Share industry awards and accolades (with proper citations) that highlight the agency's past achievements.
- **Team profile**
Share the experience and qualifications of the agency's team members

B

Key Governance Issues

1. All Marketing Council members are appointed annually based on their declared Marketing experience and qualifications.
2. Marketing Council members declare any potential conflicts of interest and are excluded from the evaluation process for any categories in which such conflicts arise.
3. To ensure the credibility of the results, the final outcomes of the evaluation process remain confidential and solely with the Jury until the awards ceremony.



UMEAS 2024

RATIONALE

EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR 2024

Awardee: Tusker Lite Mt. Rwenzori
Marathon Campaign – Tusker Lite/UBL



The Jury commended the campaign's integrated 360-degree approach, which successfully facilitated substantial engagement at both local and national levels. However, there were opportunities to enhance budget efficiencies that could have yielded even more measurable impact, given the commendable investment made in this campaign.

1.1 Experiential Marketing Campaign of the Year 2024

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)	PUBLIC VOTES	40% WEIGHTING OF PUBLIC VOTE (B)	TOTAL AVERAGE SCORE (A + B)
1	Tusker Conversessions - TUSKER	272	68	—	—	—
2	I&M at 50 - I&M BANK UGANDA	259	65	—	—	—
3	Guinness BrightHouse - GUINNESS	275	69	—	—	—
4	Bell OBAFEST 2024 - BELL LAGER	297	74	393	157	231
5	Tusker Lite MT. Rwenzori Marathon - TUSKER LITE	293	73	602	241	314
		Total	349			
		Average Category Score	70			

1.2 Key Jury observations

- I Most of the experiential executions were thoughtfully designed, with considerable effort and budget dedicated to delivering unique and memorable event-led experiences. However, there was limited attention given to measuring the impact of these experiences on both brand perception and commercial performance.
- II Despite the opportunities presented by digital channels to scale experiences, the Jury noted a substantial emphasis on creating impactful physical experiences (offline). Unfortunately, there was minimal effort directed toward enhancing digital experiences, with many initiatives primarily consisting of basic visual streaming of the live event, leaving online audiences expecting more than live streams.

1.3 Special category recognition: Guinness Bright House

The campaign made a notable effort to explore new experiential avenues by incorporating digital art murals and body art, which were visually captivating and exuded a futuristic appeal. Such innovative approaches create distinct differentiation crucial for standing out in the highly competitive beverage sector.

PR CAMPAIGN OF THE YEAR 2024

**Awardee: Uganda Breweries Limited -
Uganda Waragi Lemon & Ginger –
Edition launch**



The Jury acknowledged the effective use of credible influencer engagement, which was critical to the overall success of influencer-led PR initiatives. This was complemented by strategic partnerships with event-led experiences, such as Nyege Nyege Festival, to generate excitement and successfully introduced the product to the market. However, there remained opportunities to enhance the measurability of the offline PR channels.

PR Campaign of the Year 2024

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)	PUBLIC VOTES	40% WEIGHTING OF PUBLIC VOTE (B)	TOTAL AVERAGE SCORE (A+B)
1	True RAV For Nature - CFAO MOBILITY UGANDA	177	59	—	—	—
2	Tusker Lite MT. Rwenzori Marathon - TUSKER LITE	226	57	—	—	—
3	I&M at 50 - I&M BANK UGANDA	246	62	—	—	—
4	Reputation management campaign - ICEA LION INSURANCE	248	62	—	—	—
5	Bell OBAFEST 2024 - BELL LAGER	260	65	183	73	138
6	The New Original - CFAO MOBILITY UGANDA	277	69	195	78	147
7	Equity Digito Kabox - EQUITY BANK	260	65	313	125	190
8	Stanbic National School Championship - STANBIC BANK	279	70	466	186	256
9	Uganda Waragi Lemon & Ginger launch - UGANDA WARAGI	282	71	805	322	393
		Total	579			
		Average Category Score	64			

2.2 Key Jury observations

The prevalent reliance on Average Value Equivalency (AVE) as the default metric for most submitted PR campaigns was noted. While AVE is useful for quantifying monetary value, it falls short in delivering comprehensive measurement outcomes related to business impact, earned media and third-party mentions. It is essential to adopt more robust quantitative and qualitative methods for evaluating PR, particularly in the offline sphere.

2.3 Special category recognition: The New Original - CFAO

Despite operating with a modest budget, the Jury observed commendable efficiencies within the campaign, which successfully implemented a comprehensive 360-degree strategy enhanced by innovative digital experiences. These efforts effectively fostered positive PR sentiment surrounding the campaign. The Jury also recognized the thorough digital measurement of the campaign's impact, showcasing a strong commitment to evaluating performance.

BEST USE OF DIGITAL MARKETING 2024

Awardee: Post Bank: Zero Flex



The campaign effectively employed granular audience targeting tactics, highlighting the importance of understanding the target demographic and creating campaign mechanics that resonate precisely with them.

While commendable budget efficiencies were observed, particularly in the use of digital channels, there remained further opportunities to have elevated the campaign into a more disruptive initiative.

3.1 Best use of Digital Marketing

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)	PUBLIC VOTES	40% WEIGHTING OF PUBLIC VOTE (B)	TOTAL AVERAGE SCORE (A+B)
1	Tusker Lite MT. Rwenzoru Marathon - TUSKER LITE	244	61	—	—	—
2	Website redesign - AKINA MAMA WA AFRIKA	230	58	—	—	—
3	StreetWise Owakabi - KFC UGANDA	160	40	—	—	—
4	Beast MVP - NRG RADIO	142	36	—	—	—
5	Bonga Tugoinge - JESA	242	61	—	—	—
6	Mione U1 Product Launch - TMI TECHNOLOGIES	269	67	13	5	72
7	Thirsty Ugandans - CROWN BEVERAGES LTD	226	75	17	7	82
8	Carrefour My Club 1st Anniversary - CARREFOUR	271	68	33	13	81
9	Tusker Conversessions - TUSKER	267	67	35	14	81
10	Pepsi Rebrand - PEPSI	212	71	38	15	86
11	The New Original - CFAO MOBILITY UGANDA	277	69	75	30	99
12	True RAV For Nature - CFAO MOBILITY UGANDA	303	76	72	29	105
13	Bell OBAFEST 2024 - BELL LAGER	295	74	89	36	109
14	Laga Swagga - UGANDA BREWERIES LTD	237	79	117	47	126
15	Uganda Waragi Lemon & Ginger launch - UGANDA WARAGI	316	79	136	54	133
16	Billions Zizino - ITHUBA UGANDA	261	65	182	73	138
17	Equity Digo Kabox - EQUITY BANK	298	75	207	83	157
18	Twaliwo-Tukyaliwo - MUA INSURANCE UGANDA	260	65	558	223	288
19	Cente WhatsApp Banking - CENTENARY BANK	207	69	2,458	983	1,052
20	Zero Flex - POST BANK	214	71	3,140	1,256	1,327
		Total	1324			
		Average Category Score	66			

3.2 Key Jury observations

- I While most digital campaign executions were effective in generating the necessary online engagement, they exhibited limited innovation, remaining within conventional digital boundaries, particularly in their use of online influencers. The content marketing tactics employed were generally average, primarily consisting of well-designed info packs and online banners lacking a comprehensive content strategy and thus coming off as random tactical execution. This limited the potential for unique executions, such as gamification and other interactive features. Additionally, there was minimal evidence of content optimization for search engines essential for improving ranking and visibility of the content being produced.

- II Effective stakeholder management is a vital aspect of marketing. While strong online engagement is essential, marketers must be cautious to avoid campaign executions that may provoke stakeholder reactions. In the unfortunate event that such reactions occur, as experienced with one campaign that required recall due to stakeholder concerns, it is prudent for brands to invest in remedial PR efforts. Engaging in proactive communication strategies ensures that negative perceptions and concerns are effectively addressed.

BEST INNOVATION (NEW PRODUCT / SERVICE/PROCESS) 2024

Awardee: Centenary Bank –
Cente WhatsApp Banking



The Jury observed that leveraging widely-scaled platforms for product innovation was a strategic move, promoting efficiency by utilizing the WhatsApp channel which already has extensive reach. Convenience remains at the core of e-commerce and serves as a key driver of innovation.

The Jury recognized the product's potential to transform customer banking experiences and reshape perceptions of various banking options.

4.1 Best Innovation

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)	PUBLIC VOTES	40% WEIGHTING OF PUBLIC VOTE (B)	TOTAL AVERAGE SCORE (A+B)
1	Wendi Mobile wallet - POST BANK	169	56	—	—	—
2	Beera Smart - AIRTEL	218	55	—	—	—
3	Home Pridee - JIBU	173	43	—	—	—
4	Tusker Conversessions - TUSKER	210	53	—	—	—
5	Bonga Tugoinge - JESA	243	61	—	—	—
6	Mione U1 Product Launch - TMI TECHNOLOGIES	237	59	—	—	—
7	Kuza - Get set for Life - LIBERTY ASSURANCE	194	49	—	—	—
8	True RAV For Nature - CFAO MOBILITY UGANDA	305	76	54	22	98
9	The New Original - CFAO MOBILITY UGANDA	277	69	132	53	122
10	Equity Digito Kabox - EQUITY BANK	295	74	223	89	163
11	Uganda Waragi Lemon & Ginger launch - UGANDA WARAGI	312	78	337	135	213
12	Cente WhatsApp Banking - CENTENARY BANK	214	71	2,204	882	953
		Total	744			
		Average Category Score	62			

4.2 Key Jury observations

- I Several submissions emphasized go-to-market strategies while paying insufficient attention to the quality of the product itself. No matter how exceptional our marketing efforts may be, they cannot compensate for a product that falls short of the customers' expectations.

4.3 Special category recognition: Airtel – Beera Smart

- I The jury acknowledged the proactive measures taken in response to growing concerns about perceived and/or data theft by telecommunications companies. Innovations like Airtel's Data Usage Manager exemplify the urgency with which marketers must address customer concerns as these initiatives play a critical role in enhancing customer satisfaction, promoting retention, and safeguarding brand reputation.

BEST USE OF PARTNERSHIP MARKETING

Awardee: Vivo Energy –
Heads Up campaign.



While the partnership between Vivo Energy and key stakeholders—such as law enforcement and educational institutions—demonstrated a promising strategic alignment to bolster road safety initiatives, the campaign did not to showcase its commercial viability beyond brand value, a key attribute of this category award.

5.1 Best use of Partnership Marketing

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)	PUBLIC VOTES	40% WEIGHTING OF PUBLIC VOTE (B)	TOTAL AVERAGE SCORE (A+B)
1	Say Hello To 7UP - CROWN BEVERAGES LTD	129	43	—	—	—
2	Billions Zizino - ITHUBA UGANDA	231	58	—	—	—
3	Mione U1 Product Launch - TMI TECHNOLOGIES	178	45	—	—	—
4	Gombe Project - Promoting sustainable tourism and empowering small holder women farmers - TREESCAPE PLANET ORGANISATION	254	64	70	28	92
5	Guinness BrightHouse - GUINNESS	250	63	95	38	101
6	Bell OBAFEST 2024 - BELL LAGER	278	70	222	89	158
7	A Stroke of Genius - STANBIC BANK	249	62	256	102	165
8	Graduate job placement programme - BRIGHTER MONDAY	257	64	264	106	170
9	Tusker Lite MT. Rwenzori Marathon - TUSKER LITE	294	74	265	106	180
10	OMO x KCCA International Womens Day - UNLEVER and KCCA	145	73	339	136	208
11	Heads Up - VIVO ENERGY	246	62	789	316	377
		Total	675			
		Average Category Score	61			

5.2 Key Jury observations

- I The Jury noted a lack of emphasis on articulating the strategic fit of the partnerships, with many partnerships appearing to be short-term in nature. This short-term approach could potentially diminish the overall impact of the partnership. To enhance future submissions in this category, the Jury recommends that campaigns focus on developing long-term strategic partnerships. This should involve clearly demonstrating how the competences of all partners are effectively utilized and how they contribute value to the overarching objectives of the partnership.
- II This category award highlighted a significant disparity between the Jury's scoring and the public vote. The Jury has emphasized the importance of public input in the UMEAS; however, the Jury has recommended Evolve Africa measures that will ensure the professional proficiency score remains a critical factor in the award process moving forward.

ADVERTISING CAMPAIGN OF THE YEAR

Awardee: I&M at 50 – I&M Bank



The award honored the Advertising campaign that effectively communicated a series of impactful messages through cross-channel approaches showcasing synergy among various channels culminating in a peak launch event.

However, the campaign exhibited limited measurability for certain channels and relied on basic advertising metrics that do not provide a comprehensive view of the campaign's business impact.

5.1 Advertising Campaign of the Year

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)	PUBLIC VOTES	40% WEIGHTING OF PUBLIC VOTE (B)	TOTAL AVERAGE SCORE (A+B)
1	Equity Digo Kabox - EQUITY BANK	190	48	—	—	—
2	Flavour that Slaps - MIRINDA	154	51	—	—	—
3	Say Hello To 7UP - CROWN BEVERAGES LTD	170	57	—	—	—
4	Pepsi Rebrand - PEPSI	232	58	—	—	—
5	Thirsty Ugandans - CROWN BEVERAGES LTD	178	59	—	—	—
6	Guinness BrightHouse - GUINNESS	234	59	—	—	—
7	Beast MVP - NRG RADIO	136	34	—	—	—
8	Fuuka Don - HOUSING FINANCE BANK	194	49	—	—	—
9	Don't Say Juice - Jus say JUS - JESA	211	53	—	—	—
10	Mione U1 Product Launch - TMI TECHNOLOGIES	228	57	—	—	—
11	Deal Masavu - TOTAL ENERGIES	271	68	51	20	88
12	True RAV For Nature - CFAO MOBILITY UGANDA	277	69	98	39	108
13	The New Original - CFAO MOBILITY UGANDA	292	73	95	38	111
14	Bell OBAFEST 2024 - BELL LAGER	267	67	122	49	116
15	Laga Swagga - UGANDA BREWERIES LTD	307	77	124	50	126
16	Growing Together - TOTAL ENERGIES	240	60	154	62	122
17	Uganda Waragi Lemon & Ginger launch - UGANDA WARAGI	348	87	228	91	178
18	Tusker Lite MT. Rwenzori Marathon - TUSKER LITE	240	60	279	112	172
19	I&M at 50 - I&M BANK UGANDA	240	60	1,423	569	629
		Total	1,144			
		Average Category Score	60			

5.1 Key Jury observations

- I While several impressive advertising productions were submitted, the Jury prioritized evaluating the business impact of each campaign against established objectives. Many submissions featured generic and occasionally unrealistic goals, such as “Achieve 100% sales volumes in 6 months” or “Achieve 80% awareness in 6 months.” These ambitious targets appeared to be unrealistic given the respective businesses’ current market position verses the allocated resources availed to achieve the objectives. Consequently, despite the strong quality of the advertising campaigns, the underlying commercial objectives lacked clarity, leading to lower preference among the Jury.
- II This category generally saw some of the highest budget allocations; however, most campaign submissions did not provide evidence of marketing budget efficiency.
- III The Jury observed a notable shift towards digital marketing at the expense of traditional channels. The Jury expressed concern that this trend could undermine the crucial role that traditional advertising continues to play in the current market landscape.

BEST ESG CAMPAIGN

Awardee: Gombe Project – Promoting sustainable Tourism and empowering Small Holder Women Farmers - Treescape Planet Organization



The awardee demonstrated exemplary strategic alignment between the organization and the project beneficiaries, ensuring not only the effective delivery of the ESG model's benefits but also the sustainability of the initiative.

This approach empowers beneficiaries to continue the projects independently once funding concludes. Notably, the awardee illustrated that the ESG model is deeply embedded in the organization's culture and policies, further enhancing its effectiveness and longevity.

6.1 Best ESG Campaign

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)
1	Experience the Sun - SUNCULTURE (U) LTD	128	32
2	Unlock NEXT Programme - MOVIT PRODUCTS LTD	170	43
3	Tupange Business ne Eequity - EQUITY BANK	183	46
4	Equity Lealership program - EQUITY BANK	192	48
5	Bell OBAFEST 2024 - BELL LAGER	210	53
6	Abakyala Ku Ntikko - EQUITY BANK	214	54
7	Equity Tree Planting program - EQUITY BANK	233	58
8	Tusker Lite MT. Rwenzori Marathon - TUSKER LITE	261	65
9	She Walks - JOHNNIE WALKER	269	67
10	TRUE RAV FOR NATURE-CFAO	270	68
11	Gombe Project - Promoting sustainable tourism and empowering small holder women farmers - TREESCAPE PLANET ORGANISATION	280	70
		Total	603
		Average Category Score	55

Key Jury observations

- I The Jury noted that while several nominations included the ESG component within their campaign executions, only a few provided sufficient justification to demonstrate that ESG is integral to the organization's operations or is actively being integrated into policies that promote its cultural adoption. It is important to emphasize that ESG represents a sustainable business model, rather than a one-time execution.
- II There appears to be a significant misunderstanding regarding the distinctions between the Best ESG Campaign category and the Best Not For Profit/Social Good Campaign. The jury recommended that Evolve Africa enhanced awareness and comprehension of these differences ahead of the opening of the 2025 UMEAS submission period.

BEST NOT PROFIT / SOCIAL GOOD CAMPAIGN

**Awardee: Rotary Cancer Run 2024 -
Submitted by Centenary Bank**



The Jury recognized that the campaign established a powerful emotional connection with many Ugandans, as cancer is an increasingly pressing national concern.

This reflected the organizers' sensitivity to the significant issues affecting the population. However, while the execution of the campaign was exemplary and successfully achieved the specified objectives (collections), the submission could have benefited from providing a more detailed overview of the Cancer project and including the progress milestones that were established and how these would be addressed following the realization of funds generated from the run.

9.1 Best Not Profit / Social Good Campaign

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)
1	Experience the Sun - SUNCULTURE (U) LTD	205	51
2	Tupange Business ne Eequity - EQUITY BANK	242	61
3	Co-create For Good - READ TO LEARN FOUNDATION	252	63
4	Sabotage feature film - REACH A HAND UGANDA	255	64
5	Equity Leashership program - EQUITY BANK	258	65
6	Equity Tree Planting program - EQUITY BANK	265	66
7	Abakyala Ku Ntikko - EQUITY BANK	268	67
8	Stanbic National School Championship - STANBIC BANK	268	67
9	Know your Type - RAREMARK FOUNDATION	269	67
10	Gombe Project - Promoting sustainable tourism and empowering small holder women farmers - TREESCAPE PLANET ORGANISATION	273	68
11	Fueling Hope - VIVO ENERGY	287	72
12	OMO x KCCA International Womens Day - UNILEVER and KCCA	294	74
13	Tusker Lite MT. Rwenzori Marathon - TUSKER LITE	155	78
14	Rotary Cancer Run - Submitted by CENTENARY BANK	158	79
		Total	941
		Average Category Score	67

9.2 Key Jury observations

- I There appears to be a common misconception that measuring the effectiveness of NFP/social good campaigns is not essential, if beneficiaries are clearly identified and receive support. This perspective is misplaced. Campaign objectives can vary widely, including building partnerships, promoting behavioral change, driving donations and funding, raising cause awareness, educating stakeholders etc. It is crucial that these objectives are measurable both during and after the campaign execution to assess impact and effectiveness accurately.

9.3 Special category recognition: OMO x KCCA International Womens Day

- II The campaign execution exemplified a fundamental principle of balancing social good with commercial performance. This initiative illustrated how social good marketing campaigns can effectively enhance product and brand visibility, thereby advancing commercial business objectives without compromising the mission of social responsibility.

RISING AGENCY OF THE YEAR 2023

Awardee: Capital One Group



The Jury acknowledged the well-structured submission in line with the criteria, highlighting a robust cultural ethos and strong regional partnerships that reflect the capacity to scale beyond geographical boundaries and seize business opportunities. Additionally, the vetted recommendations and positive feedback from satisfied customers further underscored the operation's effectiveness and impact.

RISING AGENCY OF THE YEAR

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)
1	CAPITAL ONE GROUP	273	68.25
2	LIVEWORKS INC UGANDA	187	46.75
3	ODD GORRILLA LTD	245	61.25
4	PIVOT MEDIA & MARKETING	250	62.50
5	COCREATE ADVERTISING	113	37.67

AGENCY OF THE YEAR 2024

Awardee: ZEUS The Agency



The Jury applauds the campaign for its ability to capture consumer attention through a compelling execution across both online and offline integrated channels. Additionally, the Jury recognized the significance of understanding the relevant consumer segment drivers and aligning tailored brand experiences to foster emotional connections with customers.

Agency of the Year

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)
1	Piivot Media and Marketing	251	63
2	Buzz Group Africa	264	66
3	Saladin Advertising Ltd	266	67
4	Metropolitan Republic	133	67
5	Firewoks Group	274	69
6	ZEUS The Agency	283	71
		Total	401
		Average Category Score	67

MARKETING CAMPAIGN OF THE YEAR

**Awardee: Tusker Lite Mt. Rwenzori
Marathon Campaign – Tusker Lite/UBL**



The Marketing Council applauds the campaign for its ability to capture consumer attention through a compelling execution across both online and offline integrated channels.

Additionally, the Jury recognizes the significance of understanding the relevant consumer segment drivers and aligning tailored brand experiences to foster emotional connections with customers.

12.1 Marketing Campaign of the Year

No.	CAMPAIGN/BRAND/COMPANY	TOTAL JURY SCORES	AVERAGE JURY SCORE (A)
1	Beast MVP - NRG RADIO	68	23
2	Inspire -FINCA UGANDA	216	54
3	Mione U1 Product Launch - TMI TECHNOLOGIES	164	55
4	Equity Digito Kabox - EQUITY BANK	171	57
5	Say Hello To 7UP - CROWN BEVERAGES LTD	172	57
6	Growing Together - TOTAL ENERGIES	239	60
7	I&M at 50 - I&M BANK UGANDA	242	61
8	Billions Zizino - ITHUBA UGANDA	183	61
9	Don't Say Juice - Jus say JUS - JESA	251	63
10	Deal Masavu - TOTAL ENERGIES	255	64
11	Flavour that Slaps - MIRINDA	195	65
12	Guinness BrightHouse - GUINNESS	265	66
13	Tusker Lite MT. Rwenzori Marathon - TUSKER LITE	270	68
14	She Walks - JOHNNIE WALKER	273	68
15	Bell OBAFEST 2024 - BELL LAGER	279	70
16	Rock Boom Kyakala - HARRIS	292	73
17	Pepsi Rebrand - PEPSI	233	78
18	Laga Swagga - UGANDA BREWERIES LTD	313	78
19	Uganda Waragi Lemon & Ginger launch - UGANDA WARAGI	326	82
		Total	1,144
		Average Category Score	60

9.2 Key Jury observations

- I Some submissions lacked detailed information regarding execution budgets, while others presented unrealistic figures based on the Jury's collective experience. It is essential to provide accurate details to assess the cost of campaign delivery in relation to its impact, serving as a measure of effectiveness.
- II Certain campaigns did not adopt a comprehensive 360-degree integrated execution approach that included all elements of the marketing mix, rather than solely concentrating on promotional mix elements. This was a crucial parameter for evaluation in this category. For instance, many submissions failed to highlight internal marketing efforts aimed at driving awareness and garnering buy-in from the internal customers (employees).
- III There appeared to have been a misconception that delivering a one-off event, regardless of its appeal, constitutes the breadth of a marketing campaign. The Jury exercised caution in evaluating this category based on the basic campaign requirements that include; clarity of situational analyses, objectives, strategies, tactics, and control measures over the duration of the campaign, rather than focusing on a single event execution.
- IV Some submissions were provided in video format only that were initially created for different stakeholders and therefore lacking detail in criteria. The Jury recommends that all submissions be specifically tailored to the outlined nomination criteria to enhance relevance.

UMEAS MARKETING PIONEER AWARD 2024

Awardee: Mr. Daniel Ogong



Award Citation:

The UMEAs proudly recognizes the significant contributions of Daniel Ogong, Head of Marketing at Stanbic Bank. Daniel's visionary leadership has played a crucial role in transforming the bank's brand presence and enhancing its reputation within the financial services sector.

As a highly respected Ugandan and East African marketing professional, Daniel brings over 15 years of experience, having previously served as the Marketing Director for Nile Breweries, where he successfully built a robust portfolio of brands. Since his appointment as Executive Head of Marketing and Communication at Stanbic Bank Uganda, he has upheld the lender's position as a leader in the industry by championing client-focused brand experiences and product campaigns.

Cultivating a collaborative environment, Daniel fosters a culture of creativity and inclusivity within the marketing department. His mentorship approach empowers team members to excel and encourages them to think outside conventional boundaries. Under his guidance, the team has launched impactful campaigns that embody the bank's commitment to customer service and community engagement, propelling Stanbic's marketing strategy from traditional approaches to a vibrant and groundbreaking methodology within the banking sector.

Beyond his professional achievements, Daniel is celebrated for his integrity, humility, and genuine desire to make a positive difference. His dedication to corporate social responsibility initiatives reflects his belief in contributing to the community and promoting sustainable development.

As we honor Daniel Ogong, we acknowledge that his impact extends well beyond the walls of Stanbic Bank. He has set a high standard for marketing excellence and serves as an inspiring role model for aspiring marketers.

Thank you, Daniel, for your exceptional leadership and unwavering commitment to excellence. We eagerly anticipate the continued success of your journey and the positive influence you will undoubtedly bring in the years to come.