

Checkers wins big at the Marketing Achievement Awards with Sixty60 and Xtra Savings

Checkers has won four awards at the [2020/21 Marketing Achievement Awards](#).

The awards celebrate “the bold brands and the marketers behind them who were true to their vision, stayed on course and were accountable to the bottom line”.

The Group was a finalist in three categories for two separate products - the Xtra Savings rewards programme and Checkers Sixty60, the pioneering one-hour grocery delivery service:

- Excellence in New Product or Brand Launch Award (Xtra Savings and Sixty60)
- Excellence in Marketing Innovation Award (Xtra Savings and Sixty60)
- Excellence in Integrated Marketing (Xtra Savings)
- Excellence in Digital Brand Marketing Award (Sixty60)

Of the three, Sixty60 walked away with a win in each of the three categories for which it was nominated, while Xtra Savings picked up one win.

The awards have an [esteemed panel of judges](#) who select the winners each year, and this year’s panel included executives from Google South Africa, Absa, Nando’s, MTN, First National Bank, Standard Bank, and Brand South Africa.

“These awards are a fresh recognition for the hard work and innovation of the teams at the Shoprite Group. In spite of the difficulties presented by the Covid-19 pandemic, the Group continued to expand upon and improve its offerings in the on-demand grocery delivery and rewards spaces - and both brands have rapidly got to scale and are now an entrenched part of the national retail landscape,” says Neil Schreuder, the Group’s Chief of Strategy and Innovation.

Sixty60 has won multiple awards since its launch in 2019. It was declared [one of Memeburn’s best apps of 2020](#), won [Gold at the Loeries](#), the People’s Choice Award and the Best Enterprise Solution at the 2020 MTN Business App of the Year Awards, and the [2020 BCX Digital Innovation Awards](#).

Xtra Savings has also had a meteoric rise since its launch. To date, more than 17 million members have joined the Xtra Savings rewards programme, making it the largest programme of its kind in South Africa.

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