

WINNERS ANNOUNCED!

Encompassing a record 74 categories, the winners of the 10th annual Bookmark Awards were announced at the conclusion of the 2018 IAB Digital Summit, which were both held at The Theatre on the Track, Kyalami, on 1 March 2018.



The IAB SA's Bookmarks 2018 took place on 1 March at the Kyalami Theatre on the Track.

The IAB SA Bookmark Awards honours individuals, agencies, publishers and brands that have produced creative and innovative work that delivers tangible results. Narrowing down finalists from the over 600 entries has taken this year's panel of judges several weeks and countless hours.



#Bookmarks2018: Digital jury jabber with... Tseliso Rangaka

Leigh Andrews 27 Feb 2018



Coveted gold Pixels went to 12 entries, while silver Pixels went to another 55. Eight black Pixels – Special Honours Awards – were presented. Once again Ogilvy scooped Best Digital Agency, with KFC being awarded the much-coveted Brand of the Year, and KFC's Ben Schoderer winning Best Marketer.

Modern and cutting-edge advertising

Chairman of the M&C Saatchi Group and jury president IAB SA Bookmarks 2018 Jerry Mpufane says, "The Bookmark Awards are an interesting window into modern and cutting-edge advertising. The great brands entered their work, and I know I speak on behalf of the jurors when I say that we saw some worthy winners."

"The case study entries challenged the way we look at advertising, elicited some heated debates about what works and what doesn't, and mostly some lessons came out which can be applied into the future – and that's very exciting."

IAB SA CEO Josephine Buys added, "Once again, we had an incredibly high quality of entries to the Bookmarks and the judges had a tough time evaluating the best of the best. We'd like to thank the industry for their ongoing support and, of course, our sponsors, without which the Digital Summit and Bookmark Awards would not be possible."



#Bookmarks2018: Getting nostalgic with Josephine Buys

Leigh Andrews 6 Feb 2018



Here's a full list of the winners announced on the night:

IAB SA's 2018 Bookmark Award Winners

Campaign category				
Content Strategy				
Entry Agency	Brand	Title	Product	Award
FoxP2	Ster-Kinekor	The Van Der Merwe film launch	The Van Der Merwe film	Bronze
King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Gold
VML South Africa	Edgars Fashion	Emoji Catwalk	Edgars Summer Range 2016	Silver
VML South Africa	The Huffington Post South Africa	Stop The Cycle		Bronze
VML South Africa & Joe Public	Nedbank	See Money Differently	Nedbank	Silver
Data-driven Campaign				
Showmax	Showmax	Customer Engagement Segmentation	Video On Demand Internet TV	Gold
Digital Integrated Campaign				
Liquorice	Distell	Amarula #DontLetThemDisappear	Amarula	Bronze
Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Bronze
Ogilvy	DStv	Halloween Sleep Over	DStv	Bronze
Wunderman	Investec	#MoreThanData	Investec Private Bank	Bronze
Digital Strategy				
Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Bronze
Integrated Mixed Media Campaign				
Joe Public Pty Ltd	Chicken Licken	Afronaut	Hotwings®	Bronze
King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Silver
King James Group	Sanlam	Mha Nam National Savings Month		Silver
M&C Saatchi Abel	Nando's	Reconciliation Table	Nando's	Silver
Ogilvy & Mndshare Jhb	KFC	Soundbite	The Soundbite Chart	Silver
Mobile Campaign				
Ogilvy	KFC	Supertime Stories	Supertime Stories	Silver
VML South Africa	The Huffington Post South Africa	Stop The Cycle		Silver
Channels category				
Branded Content				
King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Silver
King James Group	Sanlam Private Wealth	Family Fortune		Silver
Ogilvy	Huggies	Baby Marathon	Huggies	Gold
Digital Installations & Activations				
FCB Cape Town	BMW Motorrad	Blink and you'll miss it	BMW S1000RR	Silver
Ogilvy	KFC	Supertime Stories	Supertime Stories	Silver
Ogilvy	DStv	Halloween Sleep Over	DStv	Silver
Platinum Seed Digital Marketing	Glenfiddich	Voice Visualiser – The Independent Bar	Glenfiddich	Bronze
Display Advertising				
Mark1	KFC	Add Hope	Charitable Donation	Silver
Ogilvy	KFC	Soundbite - Wetransfer Music Player	The Soundbite Chart	Bronze

VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Gold
Email, Direct & Inbound Marketing				
Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Silver
Innovative Use of Media				
Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Gold
VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Silver
VML South Africa & Joe Public	Nedbank	See Money Differently	Nedbank	Bronze
Native Advertising				
VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Silver
Online Video				
FCB Cape Town	Western Cape Government	The PSA That Couldn't Wait	Safely Home	Silver
Joe Public Pty Ltd	Chicken Licken	Afronaut	Hotwings®	Bronze
King James Group	Santam	What I'd Rather Do		Bronze
M&C Saatchi Abel	Nando's Grocery	Pizza	PERi-PERi Sauce	Bronze
M&C Saatchi Abel	10X Investments	#StopDaylightRobbery	10X Investments	Bronze
M&C Saatchi Abel	10X Investments	Grocery Slash	10X Investments	Bronze
TBWA\Hunt\Lascaris Johannesburg	Flight Centre	BabyBot	Student Flights (known as Youth and Adventure)	Bronze
VML South Africa & Joe Public	Nedbank	See Money Differently	Nedbank	Bronze
Wunderman	Investec	#MoreThanData	Investec Private Bank	Bronze
Online Video Series				
King James Group	Santam	What I'd Rather Do		Silver
Ogilvy	Huggies	Baby Marathon	Huggies	Silver
Organic Search Marketing				
NMPi	Clicks	Clicks - Ranking in Position Zero		Gold
NMPi	Gumtree	Gumtree - Driving Organic Performance		Silver
Rogerwilco	HomeChoice	Bedding down SEO		Bronze
Paid Search Marketing				
MEC	Vodacom	Google Shopping Ads	Telecommunications - Retail Deals	Bronze
Mediashop & Reprise Media	Debonairs	Debonairs- ROAS Campaign	Debonairs Pizza	Bronze
Rogerwilco	Chris Willemse Cycles	Shifting Gears		Bronze
the media image (tmi)	Woolworths	Woolworths Online Shopping	Consumer Goods	Bronze
Social Paid Advertising				
King James Group & Forty Two Digital	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Silver
VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Bronze
Use of CRM, Loyalty Programs & Gamification				
Liquorice	Unilever	Knorr Deliver My Dinner	Knorr Whatsfordinner	Bronze
Ogilvy & MEC & Cerebra	Vodacom	Play Everyday	Play Everyday	Bronze
VML South Africa	Multiply	Active Dayz	Brand	Silver
Use of Programmatic Media				
Nettrade Programmatic	Mediclinic South Africa	Mediclinic Baby	Baby Programme	Bronze
Sizmek	Telkom	Limitless Ad units		Bronze
Community category				
Online Video Channels				
Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Bronze
Social Communities				
VML South Africa	Nando's	Nando's social community	Brand	Bronze
Social Media Campaigns				
FoxP2	SPCA	#ChooseYourFamily	Adoptions	Silver
M&C Saatchi Abel	Nando's	Reconciliation Table	Nando's	Bronze

Net#work BBDO	Mercedes-Benz	50 years of AMG	AMG	Bronze
Ogilvy	DStv	DStv Emoji Trailers	DStv	Bronze
Ogilvy	MTV / World Aids Day	#FCK HIV	Get Tested	Silver
Ogilvy	DStv	Halloween Sleep Over	DStv	Silver
Use of User Generated Content				
Hellocomputer & FCB Africa	Toyota	Toyota C-HR #InternetApproved	Toyota C-HR	Silver
VML South Africa	Standard Bank	#Today	Brand	Bronze
VML South Africa	Edgars Fashion	Emoji Catwalk	Edgars Summer Range 2016	Silver
Craft category				
Craft - Ad Ops				
Farahnaz Thompson	AdOps & AdTech Teams at The Space Station	Ad Operations System Automation	Ad Ops system: Apollo	Craft Bronze
Craft - Client Service				
Jessica Brits, Forty Two Digital	Sanlam	Sanlam Client Service		Craft Bronze
Craft - Interface Design				
Camilla Clerke, Graham Paterson, Simon Spreckley, at Hellocomputer	Investec Asset Management	Investec Journal 5	Journal 5	Craft Bronze
Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Craft Silver
Alistair King, Matt Ross, Alex van Rensburg, Casper Odendaal at King James	Siemens	CalendAR app		Craft Bronze
Craft - Marketing Copywriting				
Wade Barnes, Gordon Ray, Joshua De Kock at M&C Saatchi Abel	ZANG Chocolate	K.O. Fatigo!	ZANG Caffeinated Chocolate	Craft Silver
The Ogilvy team, Ogilvy	Vodacom	Youth Day	NXT LVL	Craft Bronze
The Ogilvy team, Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Craft Silver
The Ogilvy team, Ogilvy	Huggies	Baby Marathon	Huggies	Craft Gold
Craft - News or Feature Writing				
Henriette Loubser; Jo Van Eeden; Maygene de Wee at 24.com a Division of Media24	Netwerk24	The disappearance of Anchen Muller	Netwerk24	Craft Bronze
Adriaan Basson and Caryn Dolley at 24.com a Division of Media24	News24	Underworld Unmasked	News24	Craft Bronze
Craft - Online Video Production				
Pepe Marais, Adam Weber, Peter Pohorsky, Left Post Production team, Di Cole, The Plank team, at Joe Public	Chicken Licken	Afronaut	Hotwings®	Craft Bronze
Alistair King, Matt Ross, Dan Pinch, Rob Smith, Kim-Lara King, Tin Toy Productions at King James	Sanlam	The man who thinks he's about to die	Sanlam Investments	Craft Silver
Gordon Ray, Joshua De Kock, Wade Barnes, Bronwyn Henry and Bewilder TV at M&C Saatchi Abel	ZANG Chocolate	K.O. Fatigo!	ZANG Caffeinated Chocolate	Craft Silver
Jason Xenopoulos, James Adey, Christian Horsfall, Leigh Ogilvie, Jacki Havermahl, Shannon Gloyne and Left Post Production team at VML South Africa	Nedbank	See Money Differently	Nedbank	Craft Bronze
Wunderman	Investec	#MoreThanData	Investec Private Bank	Craft Silver
Craft - Software, Coding & Tech. Innovation				
The Ogilvy team, Ogilvy	KFC	Soundbite	The Soundbite Chart	Craft Silver
The Ogilvy team, Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Craft Bronze
Team Vicinity	Vicinity Media	LEO - the adserver		Craft Bronze
Team Vicinity	Vicinity Media	Visitability Reporting		Craft Bronze
Craft - Strategy				
Mke Barnwell, FCB Cape Town	Western Cape Government	The PSA That Couldn't Wait	Safely Home	Craft Bronze
Net#work BBDO	SCA	Vagina Varsity	Libresse Party Liners	Craft Silver
The Ogilvy team, Ogilvy	Huggies	Baby Marathon	Huggies	Craft Silver
Craft - Use of Sound				
The Ogilvy team, Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Craft Silver
Craft - UX				
Calvin Pedzai, Hellocomputer	Investec Asset Management	Investec Journal 5	Investec Journal 5	Craft Silver
Craft - UX				

Dane Bowen, Brigitte Le Roux, Calvin Pedzai at Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Craft Silver
Emerging Digital Technologies and Channels Category				
Bots, Messaging & Dark Social				
King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Gold
Levergy Marketing Agency	SuperSport	SuperSport Football Bot	SuperSport's Football Broadcast	Bronze
Liquorice	Unilever	Knorr Deliver My Dinner	Knorr Whatsfordinner?	Bronze
Customer Experience Design				
Accenture	Momentum	Re-imagining Workplace Living Services: Smart Exits	Corporate and Public Sector	Silver
Liquorice	Unilever	Knorr Deliver My Dinner	Knorr Whatsfordinner	Silver
Internet of Things				
Ogilvy	Huggies	Baby Marathon	Huggies	Gold
VR & AR				
King James Group	Siemens	CalendAR app		Bronze
VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Silver
Net#work BBDO	Mercedes-Benz	#Lookup	C-Class Coupé Cabriolet	Bronze
Platforms Category				
Brand, Commercial & Retail Websites				
Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Silver
King James Group	Visa	Visa eLearning Platform	Visa eLearning	Bronze
Microsites				
Discover Africa Group	Drive South Africa	South Africa in 360		Bronze
Joe Public Pty Ltd	Chicken Licken	Afronaut	Hotwings®	Bronze
Mobile Apps				
Accenture	Sasol	@Sasol App	Employee and contractor mobile application	Bronze
Arc Interactive	Dis-Chem	Dis-Chem Mobile App	Mobile App Design and Development	Bronze
Net#work BBDO	Chabad House	Acts of Random Kindness	ARK	Bronze
Wunderman	Qhubeka	Do Your Part	Qhubeka	Silver
Public Service & NPO platforms				
Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Bronze
Net#work BBDO	Chabad House	Acts of Random Kindness	ARK	Bronze
Web Applications				
VML South Africa	Multiply	Active Dayz	Brand	Bronze
Publishing Category				
Email Publications				
Primedia Broadcasting	The Money Show	The Business Wrap		Bronze
Live Event Coverage				
24.com a Division of Media24	News24/Netwerk24	News: From moving fast, to streaming live	News24/Netwerk24	Bronze
Mobile Publications				
24.com a Division of Media24	News24	News24.com	News24	Bronze
Blue Sky Publications	TheSouthAfrican.com	The South African & Marfeel	Marfeel's Enterprise Web Optimization Solution	Bronze
Online News Video				
Tiso Blackstar Group	TimesLIVE	I am Lara		Bronze
Online Photography, Illustration & Imagery				
24.com a Division of Media24	Channel24	A picture is worth a thousand words	Channel24	Bronze
Primedia Broadcasting	Eyewitness News	Trial by Fire		Silver
Podcasts & Streaming				
Primedia Broadcasting	Primedia Broadcasting	The Power of the Podcast		Bronze
Soccer Laduma	Soccer Laduma	Creating South Africa's Biggest Podcast!		Silver

Publisher Apps				
24.com a Division of Media24	News24 Edge	News24 Edge	News24 Edge	Silver
24.com a Division of Media24	Daily Kick	Daily Kick	Daily Kick	Silver
biNu	Goal Zero	Goal Zero #datafree	The Goal Zero #datafree App	Silver
24.com a Division of Media24	Netwerk24	South Africa's largest subscription-based portal for news and analysis	Netwerk24	Bronze
MobiMedia	SABreaking News	SABreaking News	www.sabreakingnews.co.za	Bronze
Social Media Publications				
Primedia Broadcasting	Capetalk	20 in 140		Silver
VML South Africa	The Huffington Post South Africa	Stop The Cycle		Gold
Special Features				
24.com a Division of Media24	News24, AmaBhungane and Daily Maverick	#GuptaLeaks	#GuptaLeaks	Gold
24.com a Division of Media24	Netwerk24	A Medical Milestone	Newtwerk24	Silver
Primedia Broadcasting	Eyewitness News	Using Data to Fight Corruption		Silver
Primedia Broadcasting	Eyewitness News	Trial by Fire		Silver
Specialist Publisher Sites				
Burn Media	Ventureburn	Ventureburn.com - A critical independent voice for SA's tech startup sector		Bronze
Fire and Lion Pty Ltd	CORE Economics	The Future of Publishing	The Economy	Silver
Tiso Blackstar Group	BusinessLIVE	BusinessLIVE	BusinessLIVE	Bronze
Tiso Blackstar Group	TshisaLIVE	TshisaLIVE	TshisaLIVE	Bronze
User-Generated Content				
Primedia Broadcasting	KFM94.5	What's Up Western Cape?!		Gold
Special Honours Category				
Sub-category	Winner	Entry Agency	Brand/Campaign	Award
Best Digital Student	Saarah Saint & Jessica Hay	Vega School		Black pixel
Best Digital Youngster	Bianca Potgieter	Joe Public Pty Ltd		Black pixel
Brand of the Year	KFC	Ogilvy		Black pixel
Best Marketer	Ben Schoderer, KFC	Ogilvy		Black pixel
Best CTO	No entries			n/a
Best Contribution to Transformation in the Digital Industry	The Fact Foundry	The Fact Foundry		Black pixel
Pixel for Purpose	FCB Cape Town	FCB Cape Town	Western Cape Government, The PSA That Couldn't Wait	Black pixel
Best Publisher	24.com a Division of Media24			Black pixel
Best Digital Agency	Ogilvy			Black pixel
Best Individual Contribution to Digital	No entries			n/a

Agency/Entrant	Gold	Silver	Bronze	Craft Gold	Craft Silver	Craft Bronze	Total
24.com a Division of Media24	1	3	4			2	10
Accenture		1	1				2
Arc Interactive			1				1
biNu		1					1
Blue Sky Publications			1				1
Burn Media			1				1
Discover Africa Group			1				1
FCB Cape Town		2				1	3
Fire and Lion		1					1
Forty Two Digital						1	1
FoxP2		1	1				2
Hellocomputer					1	1	2
Hellocomputer & FCB Africa		2	1		2		5
Joe Public			3			1	4

King James Group	2	5	3		1	1	12
King James Group & Forty Two Digital		1					1
Levergy Marketing Agency			1				1
Liquorice		1	3				4
M&C Saatchi Abel		1	4		2		7
Mark1		1					1
MEC			1				1
Mediashop & Reprise Media			1				1
MobiMedia			1				1
Net#work BBDO		1	7		1		9
Nettrade Programmatic			1				1
NMPi	1	1					2
Ogilvy	3	6	3	1	4	2	19
Ogilvy & MEC & Cerebra			1				1
Ogilvy & Mindshare Jhb		1					1
Platinum Seed Digital Marketing			1				1
Primedia Broadcasting	1	4	2				7
Rogerswilco			2				2
Showmax	1						1
Sizmek			1				1
Soccer Laduma		1					1
TBWA\Hunt\Lascaris Johannesburg			1				1
Team Vicinity						2	2
the media image (tmi)			1				1
The Space Station						1	1
Tiso Blackstar Group			3				3
VML South Africa	2	7	5			1	15
VML South Africa & Joe Public		1	2				3
Wunderman		1	2		1		4

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