

## All the finalists

Issued by IAB South Africa 21 Jun 2021

The IAB Bookmark Awards, an IAB SA initiative, celebrates its 13th year of rewarding excellence in digital and recognising the powerful impact interactive has on the overall marketing mix.



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This year's categories include: Platforms, Communities, Channels, Emerging Digital Technologies, Publishing, Campaign, Craft and Special Honours.



MARKETING & MEDIA

2021 Bookmarks Awards Jury share insights on state of digital

IAB South Africa 28 Apr 2021



## The finalists are...

CAMPAIGN: DIGITAL STRATEGY			
Entrant	Title	Brand	Product
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg / Grid Worldwide	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
FCB Durban	Grandtrek Uncharted	Dunlop Tyres SA	Dunlop Tyres SA
Promise	Easter Egg Creds	Ab InBev	Castle Lite
Mediacom	Savanna Virtual Comedy Bar 2.0	Distell	Savanna Cider
VMLY&R South Africa	Soundscapes	WWF	Stewardship and Conservation Projects
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Microsoft	Xbox
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC

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Name					
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King James Group Dreaming of One Day Wesgro Western Cape Tourism	Joe Public Pty Limited	The Hungry Poet	Chicken Licken	Chicken Licken	
	King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism	

CHANNEL: PAID SEARCH MARKETING			
Shoprite Checkers PTY LTD	Search	Checkers Sixty60	Checkers Sixty60
CHANNEL: ORGANIC SE	ARCH MARKETING		
NP Digital	MiWay Car Insurance Organic Campaign	MiWay	MiWay Car Insurance
Sauce Advertising	Organic Search Kicks the Competition to the Kerb	Famous Brands	Kerbside Delivery
Rogerwilco	Searching Like Crazy	The Crazy Store	Retail
Incubeta	Driving Organic Success for Hyundai	Hyundai	Vehicles
CHANNEL: DISPLAY ADV	VERTISING		
Mark1	Diski Like a Legend	Mondelez	Cadbury
Promise	Cold Tracker	Ab InBev	Castle Lite
Saatchi & Saatchi South	Lockdown Whopper	Burger King	Brand
Africa 365 Digital Media Pty Ltd	Hold My hunter - Super Billboard	Hunters	Red Apple
300 Digital Wedia 1 ty Eta	ENCOURAGING PEOPLE TO SELF-GIFT THE	Tiditiois	Театрые
M&C Saatchi Connect	CARS THEY'VE ALWAYS WANTED	Toyota	Automark
CHANNEL: NATIVE ADVE	ERTISING		
24.com	KZN Has It All - Believe It!	Tourism KZN	Visit KwaZulu-Natal
CHANNEL: ONLINE VIDE	O SERIES		
TBWA\Hunt Lascaris Johannesburg	Exciting	Datsun South Africa	Datsun Go
10th Street & VSA	Get in the Game - NFL Super Bowl	ESPN Africa	Broadcaster
10th Street & VSA	Get in the Game - Football	ESPN Africa	Broadcaster
Joe Public Pty Limited	You Belong	AB In Bev	Brutal Fruit
Ogilvy South Africa	Champion Challenge	Ab InBev	Carling Black Label
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	Whenever, Wherever	KFC	KFC Nuggets
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Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	I-ROC
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CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa  John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign  The Olympian	Capitec  Rape Crisis Cape Town Trust  Old Mutual Corporate  Edgars Beauty  Vodacom	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAID	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign  The Olympian  ADVERTISING	Capitec  Rape Crisis Cape Town Trust  Old Mutual Corporate  Edgars Beauty  Vodacom  Volkswagen South Africa Sanlam	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAIE Machine_	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign  The Olympian  DADVERTISING  #DryJanuary with Heineken	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAID Machine_ Promise	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  OADVERTISING  #DryJanuary with Heineken  Easter Egg Creds	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  WLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAIC Machine_ Promise Incubeta	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign  The Olympian  DADVERTISING  #DryJanuary with Heineken	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAID Machine_ Promise	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  OADVERTISING  #DryJanuary with Heineken  Easter Egg Creds	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  WLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAID Machine_ Promise Incubeta Mark1, Duke, Positive	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign  The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds  The Hyundai Micro-moment, Always on Strategy.	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAID Machine_ Promise Incubeta Mark1, Duke, Positive Dialogue	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign  The Olympian  DADVERTISING  #DryJanuary with Heineken  Easter Egg Creds  The Hyundai Mcro-moment, Always on Strategy.  5 Seconds of Funny	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai Jive Ab InBev Nandos	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group CHANNEL: SOCIAL PAID Machine_ Promise Incubeta Mark1, Duke, Positive Dialogue Ogilvy South Africa	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds The Hyundai Mcro-moment, Always on Strategy.  5 Seconds of Funny  #NoExcuse The Bravest Thing	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai Jive Ab InBev	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks  Carling Black Label
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAIE Machine_ Promise Incubeta Mark1, Duke, Positive Dialogue Ogilvy South Africa  MLY&R South Africa	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds The Hyundai Mcro-moment, Always on Strategy.  5 Seconds of Funny  #NoExcuse The Bravest Thing Community Management	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai Jive Ab InBev Nandos	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks  Carling Black Label  Mobile App
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  WLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group CHANNEL: SOCIAL PAID Machine_ Promise Incubeta Mark1, Duke, Positive Dialogue Ogilvy South Africa MLY&R South Africa HelloFCB+	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds The Hyundai Micro-moment, Always on Strategy.  5 Seconds of Funny  #NoExcuse The Bravest Thing  Community Management  Bouquets for Bros	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai Jive Ab InBev Nandos Netflorist	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks  Carling Black Label  Mobile App Flowers
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group CHANNEL: SOCIAL PAID Machine_ Promise Incubeta Mark1, Duke, Positive Dialogue Ogilvy South Africa HelloFCB+ Digitas Liquorice	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds  The Hyundai Mcro-moment, Always on Strategy.  5 Seconds of Funny  #NoExcuse The Bravest Thing  Community Management  Bouquets for Bros  Dinner in Dark  GIMNG PRICE SENSITIVE CONSUMERS A  REASON TO CHOOSE BOBTAIL DURING A  PANDEMC	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai Jive Ab InBev Nandos Netflorist Unilever	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks  Carling Black Label  Mobile App  Flowers  Hellmann's Mayonnaise
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  MLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAID Machine_ Promise Incubeta Mark1, Duke, Positive Dialogue Ogilvy South Africa HelloFCB+ Digitas Liquorice  M&C Saatchi Abel	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds  The Hyundai Mcro-moment, Always on Strategy.  5 Seconds of Funny  #NoExcuse The Bravest Thing  Community Management  Bouquets for Bros  Dinner in Dark  GIMNG PRICE SENSITIVE CONSUMERS A  REASON TO CHOOSE BOBTAIL DURING A  PANDEMC	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai Jive Ab InBev Nandos Netflorist Unilever	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks  Carling Black Label  Mobile App  Flowers  Hellmann's Mayonnaise
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  WLY&R South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group  CHANNEL: SOCIAL PAID Machine_ Promise Incubeta Mark1, Duke, Positive Dialogue Ogilvy South Africa WLY&R South Africa HelloFCB+ Digitas Liquorice  CHANNEL: INNOVATIVE	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds The Hyundai Micro-moment, Always on Strategy.  5 Seconds of Funny  #NoExcuse The Bravest Thing  Community Management  Bouquets for Bros  Dinner in Dark  GIMNG PRICE SENSITIVE CONSUMERS A  REASON TO CHOOSE BOBTAIL DURING A  PANDEMIC  USE OF MEDIA	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam Heineken South Africa Ab InBev Hyundai Jive Ab InBev Nandos Netflorist Unilever RCL Foods	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks  Carling Black Label  Mobile App  Flowers  Hellmann's Mayonnaise  Bobtail
CHANNEL: CONTENT MA John Brown South Africa (Pty) Ltd  Ogilvy South Africa John Brown South Africa (Pty) Ltd  What South Africa Wunderman Thompson South Africa Ogilvy South Africa King James Group CHANNEL: SOCIAL PAID Machine Promise Incubeta Mark1, Duke, Positive Dialogue Ogilvy South Africa HelloFCB+ Digitas Liquorice  M&C Saatchi Abel  CHANNEL: INNOVATIVE FCB Durban	Capitec Move  Rape Page  SME Survival Guide  I'm Perfection  Turning data 'whys' into #Datawyze  The Drive to Defy Campaign The Olympian  ADVERTISING  #DryJanuary with Heineken  Easter Egg Creds The Hyundai Micro-moment, Always on Strategy.  5 Seconds of Funny  #NoExcuse The Bravest Thing  Community Management  Bouquets for Bros  Dinner in Dark  GIMNG PRICE SENSITIVE CONSUMERS A  REASON TO CHOOSE BOBTAIL DURING A  PANDEMIC  USE OF MEDIA  Grandtrek Uncharted	Capitec Rape Crisis Cape Town Trust Old Mutual Corporate Edgars Beauty Vodacom Volkswagen South Africa Sanlam  Heineken South Africa Ab InBev Hyundai Jive Ab InBev Nandos Netflorist Unilever RCL Foods  Dunlop Tyres SA	Capitec Move  Rape Crisis  Old Mutual Corporate SME   nine yards  Cosmetics  Vodacom Social Media Platforms  T-ROC  Sanlam  Heineken 0.0  Castle Lite  Vehicles  Cool drinks  Carling Black Label  Mobile App  Flowers  Hellmann's Mayonnaise  Bobtail  Dunlop Tyres SA

Ogilvy South Africa	Rape Page	Rape Crisis Cape Town	Rape Crisis
Onity Courth Africa	#NaCination The Descript Tains	Trust	Cordinar Dioplet also
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
	My Body (Stand up)	1st for women	1st for women
CHANNEL: EMAIL, DIREC	CT, INBOUND MARKETING		
OneDayOnly	Email me.	OneDayOnly	Email marketing conversion and entertainment
Shoprite Checkers	Personalised value, instantly with Checkers Xtra Savings	Checkers Xtra Savings	Offers for You
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Mcrosoft	Xbox
CHANNEL: DIGITAL INST	TALLATIONS	1	
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
Mark1, Duke, Positive			
Dialogue	Dala Your Colour	Jive	Cool drinks
CHANNEL: ONLINE VIDE	0	1	
Retroviral and Panther			
Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
Joe Public United	Kentucky	Chicken Licken	Easybucks®
Joe Public United	Everyone Is Talking About it	Chicken Licken	Easybucks®
Joe Public United	Soulful Nation	Chicken Licken	Brand
Joe Public United	They Walked So We Could Run	Converse	Brand
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
King James Group	We're Open	Wesgro	Visit Cape Town and the Western Cape
	'		·
VMLY&R South Africa	The Simple Song	Supersonic	Internet Service Provider
King James Group	Don't Panic Buy	Pick n Pay	Don't Panic Buy
Wunderman Thompson	iGrootman	BMW	330is Edition
South Africa			
South Africa King James Group	Wet Paint	AB InBev	Stella Artois Premium Beer
South Africa King James Group			
South Africa King James Group	Wet Paint		
South Africa King James Group CHANNEL: USE OF CRM	Wet Paint LOYALTY & GAMIFICATION	AB InBev	Stella Artois Premium Beer
South Africa King James Group CHANNEL: USE OF CRM Machine_	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme	AB InBev Sanlam Group	Stella Artois Premium Beer Sanlam Reality
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd	Wet Paint LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica	AB InBev  Sanlam Group  Microsoft	Stella Artois Premium Beer  Sanlam Reality  Xbox
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice	Wet Paint LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica	AB InBev  Sanlam Group  Microsoft	Stella Artois Premium Beer  Sanlam Reality  Xbox
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL IN	Wet Paint LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION	AB InBev  Sanlam Group  Microsoft  Unilever  South African National	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime	AB InBev  Sanlam Group  Mcrosoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United Promise Promise	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Mnutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United Promise Promise Digitas Liquorice	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN /	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Nedbank  KFC  Ster Kinekor	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Mnutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Nedbank  KFC  Ster Kinekor	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United  Digitas Liquorice CHANNEL: BOTS, MESS	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  AFew Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS TBWA\Hunt Lascaris	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Mnutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor  Chicken Licken  Unilever	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS, TBWA\ Hunt Lascaris South Africa	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Mnutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot  #NoExcuse The Bravest Thing	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor  Chicken Licken  Unilever	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS, TBWA\Hunt Lascaris South Africa Ogilvy South Africa	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Mnutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot  #NoExcuse The Bravest Thing	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor  Chicken Licken  Unilever	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS TBWA\Hunt Lascaris South Africa Ogilvy South Africa	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot  #NoExcuse The Bravest Thing  IND AUDIO STREAMING	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Nedbank  KFC  Ster Kinekor  Chicken Licken  Unilever  Nissan South Africa  Ab InBev	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future  RWC Anniversary  Carling Black Label
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS, TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Mnutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot  #NoExcuse The Bravest Thing  ND AUDIO STREAMING  Are we there yet?  A Few Minutes is Worth a Lifetime	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor  Chicken Licken  Unilever  Nissan South Africa  Ab InBev  Dunlop Tyres SA  South African National Blood Service (SANBS)	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future  RWC Anniversary  Carling Black Label  Dunlop Tyres SA  South African National Blood Service (SANBS)
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS, TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS AFCB Durban	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  A Few Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot  #NoExcuse The Bravest Thing  ND AUDIO STREAMING  Are we there yet?  A Few Minutes is Worth a Lifetime  Passengers	AB InBev  Sanlam Group  Mcrosoft Unilever  South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor  Chicken Licken Unilever  Nissan South Africa Ab InBev	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future  RWC Anniversary  Carling Black Label  Dunlop Tyres SA  South African National Blood Service (SANBS)  Alcohol responsibility and education
South Africa King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United The Riverbed Agency WMLY&R South Africa	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  AFew Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot  #NoExcuse The Bravest Thing  ND AUDIO STREAMING  Are we there yet?  A Few Minutes is Worth a Lifetime  Passengers  Soundscapes	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Nedbank  KFC  Ster Kinekor  Chicken Licken  Unilever  Nissan South Africa  Ab InBev  Dunlop Tyres SA  South African National Blood Service (SANBS)  Aware.og  WWF	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future  RWC Anniversary  Carling Black Label  Dunlop Tyres SA  South African National Blood Service (SANBS)  Alcohol responsibility and education  Stewardship and Conservation Projects
South Africa King James Group CHANNEL: USE OF CRM, Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INN Joe Public United  Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS, TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS AFCB Durban Joe Public United	Wet Paint  LOYALTY & GAMIFICATION  Sanlam Reality Lockdown Loyalty Programme  Xbox Hall of Fame  Hygienica  NOVATION  AFew Minutes is Worth a Lifetime  The Abused News  Cold Tracker  Easter Egg Creds  Bigger Picture Business Banking  KFC Buckarapa  Ster Kinekor Rate My Vibe  MICROSITES  Everyone Is Talking About it  Hygienica  AGING AND DARK SOCIAL  Kaito by Nissan Chatbot  #NoExcuse The Bravest Thing  IND AUDIO STREAMING  Are we there yet?  A Few Minutes is Worth a Lifetime  Passengers  Soundscapes  Dreaming of One Day	AB InBev  Sanlam Group  Microsoft  Unilever  South African National Blood Service (SANBS)  People Opposing Women Abuse (POWA)  Ab InBev  Ab InBev  Nedbank  KFC  Ster Kinekor  Chicken Licken  Unilever  Nissan South Africa  Ab InBev  Dunlop Tyres SA  South African National Blood Service (SANBS)  Aware.og	Stella Artois Premium Beer  Sanlam Reality  Xbox  Bright Future  South African National Blood Service (SANBS)  Brand  Castle Lite  Castle Lite  Business Banking  KFC  Ster Kinekor  Easybucks®  Bright Future  RWC Anniversary  Carling Black Label  Dunlop Tyres SA  South African National Blood Service (SANBS)  Alcohol responsibility and education

Promise	Cold Tracker	Ab InBev	Castle Lite
Ogilvy Cape Town	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
· ·		NFC	NFC
COMMUNITY: SOCIAL CO	OMINIONI ITES		
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Wunderman Thompson South Africa	Vodacom Social Media Command Centre: Staying ahead of the curve	Vodacom	Vodacom Social Media Platforms
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
The Riverbed Agency	Sherlock Homes	Private Property	Property listing website
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
VMLY&R South Africa	Solidarity Fund	Nandos	Mobile App
VMLY&R South Africa	Community Management	Nandos	Mobile App
VMLY&R South Africa	Frenemies	Nandos	Mobile App
The Hardy Boys (A Wunderman Thompson Company)	A Taste Of Mzansi	Unilever	Aromat
King James Group	Bon Bon	Bon Appétit Petfood	Premium Cat Food
King James Group	TymeBank Social Communities	TymeBank	TymeBank
King James Group	inSync with the Stayfree® Sistahood	Johnson and Johnson	Stayfree® menstrual care
King James Group	Sanlam Social Communities	Sanlam	Sanlam
	SER-GENERATED CONTENT		
TBWA\Hunt Lascaris		MTN Group Brand and	
Johannesburg / Grid Worldwide	Wear it for me	Marketing Communications	MTN Group
Mark1, Duke, Positive Dialogue	5 Seconds of Funny	Jive	Cool drinks
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
Joe Public United	Soulful Nation	Chicken Licken	Brand
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Gorilla	The Huletts National Humthem	Huletts	Huletts Sugar
Clockwork Digital (Pty) Ltd	Acer #InstaPitch	Acer	Acer
The Hardy Boys	Share Your Mess	Cleanipedia	Cleanipedia Website
Retroviral and 10th Street and Webfluential	My Body (Stand up)	1st for women	1st for women
COMMUNITY: SOCIAL M	EDIA CAMPAIGNS		
Retroviral and Panther			
Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
Machine_	Chivas Business Unusual	Pernod Ricard SA	Chivas Regal
TBWA\Hunt Lascaris Johannesburg / Grid Worldwide	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
TBWA Hunt Lascaris South Africa	Remake 32-12	MTN South Africa	RWC Anniversary
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
The Riverbed Agency	Passengers	Aware.org	Alcohol responsibility and education
The Riverbed Agency	Sherlock Homes	Private Property	Property listing platform
Showmax	Somizi & Mohale: The Union	Showmax	Somizi & Mohale: The Union reality series
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
Wunderman South Africa	SA's Hidden Heroes	Vodacom	Vodacom Summer
Ogilvy South Africa	Champion Challenge	Ab InBev	Carling Black Label
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
. ang carried Group	2. Salining of One Day	009.0	

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Gorilla	The Huletts National Humthem	Huletts	Huletts Sugar
Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Digitas Liquorice	Dinner in Dark	Unilever	Hellmann's Mayonnaise
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
COMMUNITY: ONLINE VI	DEO CHANNELS		
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
COMMUNITY: INFLUNCE	R MARKETING		
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Ogilvy South Africa	#NoExcuse RenewAl	Ab InBev	Carling Black Label
VMLY&R South Africa	I'm Perfection	Edgars Beauty	Cosmetics
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19
The Hardy Boys	Share Your Mess	Cleanipedia	Cleanipedia Website
King James Group	inSync with the Stayfree® Sistahood	Johnson and Johnson	Stayfree® menstrual care
COMMUNITY: SOCIAL M	EDIA INNOVATION		
Hellosquare	Celebrate Everything	Tiger Brands	Tinkies
The Riverbed Agency	Passengers	Aware.org	Alcohol awareness and education
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Clockwork Digital (Pty) Ltd	Acer#InstaPitch	Acer	Acer
Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Ogilw South Africa	KFC Buckarapa	KFC	KFC
CRAFT: MARKETING CO	'		<u>                                     </u>
OneDayOnly	Was it something we said?	OneDayOnly	Daily Deals e-commerce write-ups
Joe Public United	Soulful Nation	Chicken Licken	Brand
Joe Public United	The Hungry Poet	Chicken Licken	Brand
VMLY&R South Africa	Community Management	Nandos	Mobile App
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
		Rape Crisis Cape Town	·
Ogilvy South Africa	Rape Page	Trust	Rape Crisis
Ogilvy South Africa	The Drive to Defy Campaign - Kitty	Volkswagen South Africa	T-ROC
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
CRAFT: NEWS OR FEAT			
24.com	The big picture: How SA fumbled securing crucial Covid-19 vaccines	News24	Investigation
24.com	ANALYSIS   SA's toxic triad invades Senekal: Rampant violence, broken justice, cynical politics	News24	Analysis
24.com	Norma Gigaba and Nompumelelo Ntuli-Zuma: A tale of two wives	News24	Feature article
24.com	Tammy Petersen: Body of work reporting on Exodus: Uncovering a cult in KwaZulu-Natal	News24	News24
CRAFT: INTERFACE DES	IIGN		
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
Studio Malvah PTYLTD	Studio Malvah Digital Showcase	Studio Malvah	Studio Malvah Digital Showcase
	_	Parsons Branding	
MakeReign	Parsons Branding Website	i aisoiis Dialiuliy	Brand Strategy & Design Studio
	DING & TECH INNOVATION  Cold Tracker	Ab InBev	Castle Lite
Promise INJOZI	Feed Their Craving	Ab inBev Chicken Licken	
	reed men craving	Chicken Licken	Chicken Licken Hotwings®
CRAFT: STRATEGY	Cronditals I Inchast - d	Dunlan Times CA	Dunlan Times CA
FCB Durban	Grandtrek Uncharted	Dunlop Tyres SA	Dunlop Tyres SA
Ogilvy South Africa	#NoExcuse RenewAll	Ab InBev	Carling Black Label
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
CRAFT: UX		la	
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
MakeReign	The new shelflife.co.za	Shelflife	Streetwear Retailer
MakeReign	Parsons Branding Website	Parsons Branding	Brand Strategy & Design Studio
CRAFT: ONLINE VIDEO F	PRODUCTION		

Datroviral and Danther				
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly	
Joe Public United	Everyone Is Talking About it	Chicken Licken	Easybucks®	
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg	
King James Group	The Olympian	Sanlam	Sanlam	
HelloFCB+	How are you?	City of Cape Town	Mental Health	
Ogilvy South Africa	The Drive to Defy Campaign - Kitty	Volkswagen South Africa	T-ROC	
Ogilvy South Africa	The Drive to Defy Campaign - Mandisa	Volkswagen South Africa	T-ROC	
CRAFT: SOCIAL MEDIA	COMMUNITY MANAGEMENT			
VMLY&R South Africa	Community Management	Nandos	Mobile App	
HelloFCB+	Bouquets for Bros	Netflorist	Flowers	
CRAFT: DIGITAL MEDIA				
HelloFCB+	Bouquets for Bros	Netflorist	Flowers	
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19	
Rogerwilco & Metamedia	Test & Learn	Nestle	Nescafe Dolce Gusto	
CRAFT: USE OF SOUND				
Joe Public United	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)	South African National Blood Service (SANBS)	
VMLY&R South Africa	Soundscapes	WWF	Stewardship and Conservation Projects	
CRAFT: DIGITAL CONTE	NT MARKETING			
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly	
24.com	See the Bigger Picture with Nedbank	Nedbank	Nedbank Business Banking	
John Brown South Africa			-	
(Pty) Ltd John Brown South Africa	Capitec Move!	Capitec	Capitec Move	
(Pty) Ltd	SME Survival Guide	Old Mutual Corporate	Old Mutual Corporate SME   nine yards	
Digitas Liquorice	Bigger Picture Business Banking	Nedbank	Business Banking	
Wunderman Thompson South Africa	Turning data 'whys' into #Datawyze through content marketing	Vodacom	Vodacom Social Media Platforms	
EMERGING DIGITAL TECHNOLOGIES & CHANNELS: VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR)				
ENERGING DIGITAL TEC	HNOLOGIES & CHANNELS: VIRTUAL REALITY	r (VR) & AUGIVIENTED RI	EALITY (AR)	
Joe Public United	The Abused News	People Opposing Women Abuse (POWA)		
		People Opposing Women		
Joe Public United  Aegis Media Central Services (Pty) Ltd	The Abused News	People Opposing Women Abuse (POWA) Absa	Brand	
Joe Public United  Aegis Media Central Services (Pty) Ltd	The Abused News  Absa Snapchat Augmented Reality Game	People Opposing Women Abuse (POWA) Absa	Brand	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC  Promise	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THI  Cold Tracker	People Opposing Women Abuse (POWA) Absa NGS Ab InBev	Brand Transactional Banking	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC  Promise  EMERGING DIGITAL TEC	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THE  Cold Tracker  CHNOLOGIES & CHANNELS: SECOND SCREEN	People Opposing Women Abuse (POWA) Absa NGS Ab InBev CAMPAIGN	Brand Transactional Banking Castle Lite	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC  Promise  EMERGING DIGITAL TEC  Levergy	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THI  Cold Tracker  CHNOLOGIES & CHANNELS: SECOND SCREEN  Nedbank Cup Fanmode	People Opposing Women Abuse (POWA) Absa NGS Ab InBev	Brand Transactional Banking	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC  Promise  EMERGING DIGITAL TEC  Levergy  PLATFORMS: BRAND, C	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THI  Cold Tracker  CHNOLOGIES & CHANNELS: SECOND SCREEN  Nedbank Cup Fanmode  OMMERCIAL & RETAIL WEBSITES	People Opposing Women Abuse (POWA)  Absa  NGS  Ab InBev  CAMPAIGN  Nedbank	Brand Transactional Banking  Castle Lite  Nedbank Cup Fanmode	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC  Promise  EMERGING DIGITAL TEC  Levergy  PLATFORMS: BRAND, C  So Interactive	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THE  Cold Tracker  CHNOLOGIES & CHANNELS: SECOND SCREEN  Nedbank Cup Fanmode  OMMERCIAL & RETAIL WEBSITES  HOMi Website	People Opposing Women Abuse (POWA) Absa NGS Ab InBev CAMPAIGN	Brand  Transactional Banking  Castle Lite  Nedbank Cup Fanmode  Home Rental Management Solution	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC  Promise  EMERGING DIGITAL TEC  Levergy  PLATFORMS: BRAND, C  So Interactive  Ogilvy South Africa	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THI  Cold Tracker  CHNOLOGIES & CHANNELS: SECOND SCREEN  Nedbank Cup Fanmode  OMMERCIAL & RETAIL WEBSITES  HOMi Website  KFC Masala Crunch	People Opposing Women Abuse (POWA)  Absa  NGS  Ab InBev  CAMPAIGN  Nedbank  HOMi  KFC	Brand  Transactional Banking  Castle Lite  Nedbank Cup Fanmode  Home Rental Management Solution  KFC Masala Crunch	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC Promise  EMERGING DIGITAL TEC Levergy  PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker  CHNOLOGIES & CHANNELS: SECOND SCREEN  Nedbank Cup Fanmode  OMMERCIAL & RETAIL WEBSITES  HOMi Website  KFC Masala Crunch  Parsons Branding Website	People Opposing Women Abuse (POWA)  Absa  NGS  Ab InBev  CAMPAIGN  Nedbank  HOMi	Brand  Transactional Banking  Castle Lite  Nedbank Cup Fanmode  Home Rental Management Solution	
Joe Public United  Aegis Media Central Services (Pty) Ltd  EMERGING DIGITAL TEC Promise  EMERGING DIGITAL TEC Levergy  PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign  PLATFORMS: E-COMME	The Abused News  Absa Snapchat Augmented Reality Game  CHNOLOGIES & CHANNELS: INTERNET OF THI  Cold Tracker  CHNOLOGIES & CHANNELS: SECOND SCREEN  Nedbank Cup Fanmode  OMMERCIAL & RETAIL WEBSITES  HOMi Website  KFC Masala Crunch  Parsons Branding Website  RCE SITES	People Opposing Women Abuse (POWA)  Absa  NGS  Ab InBev  CAMPAIGN  Nedbank  HOMi  KFC  Parsons Branding	Brand  Transactional Banking  Castle Lite  Nedbank Cup Fanmode  Home Rental Management Solution  KFC Masala Crunch  Branding Design Studio	
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