

# 6 2023 IAB Bookmarks Awards finalists for Machine\_

Issued by [Machine\\_](#)

27 Jun 2023

The 2023 IAB Bookmarks Awards finalists were announced on 22 June and Machine\_ showed up across categories for clients: Heineken, Sanlam and Prime Video.



The [IAB Bookmarks Awards](#) measures and celebrates efficacy in marketing and advertising in South Africa. The awards are very results-driven with a strong emphasis on ROI, but also creativity and innovative thinking.

**Machine\_ showed up in the following Bookmarks categories:**

“Communities” – Digital community used or built through a marketing initiative, through social media campaigns or owned social based channels.

“Craft” – Technical artistry: digital work with flawless design, masterful execution and outstanding user experience.

“Channels” – Digital channels used as a marketing initiative, delivering business results and maximising return on marketing investment.

**Six Bookmarks finalists for Machine\_**

1. Social Communities – Heineken All-Invitational
2. Social Media Campaigns – Heineken All-Invitational
3. Excellence in Craft: Social Media Community Management – Heineken All-Invitational
4. Digital Installations & Activations – Heineken All-Invitational

[Click here to watch the Heineken “All-Invitational” Case study video.](#)

“We, as Heineken®, wanted to shine a spotlight on diversity and be a champion for more inclusion in both behaviour and thinking around football. Hence, we showcased both local and international talent through this innovative first-ever event on the African continent: The Heineken® All-Invitational,” says Marcel Swain, head of marketing: Premium at

The HEINEKEN® South Africa.

"This campaign truly showcases the power of blending the online and offline world – creating content that went beyond Heineken's sponsorship of the UCL and translated into an impactful message that connected all football fans – and fans of Heineken – in South Africa. The event itself incorporated culture, fashion, entertainment, and brand experience in an inclusive way, breaking boundaries and creating connection," says Lindsey Rayner, managing director of Machine\_ Johannesburg.

5. Social Media Campaigns – Jack Ryan Content Calendar  
[See the case study here.](#)
6. Email, Direct & Inbound Marketing – Sanlam Retail Mass Internal Communications.

We are also very proud to have three Machine\_ representatives on the judging panels at this year's awards:

**Jabulani Sigeege**, Machine\_ Cape Town's Executive Creative Director, has been invited to be this year's Jury Chair on the Marketers panel.

**Roderick Laka**, Machine\_ Cape Town's Creative Group Head has been invited to judge on the Youth Action panel.

**Robyn Campbell**, Machine\_ Cape Town's Managing Director, has been invited to judge on the Special Honours panel.

Read more about what they have to say about judging at the 2023 IAB Bookmarks Awards [here](#).

The awards take place on 27 July 2023 at the Vodacom Dome, VodaWorld.

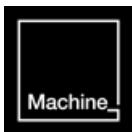
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Machine\_ is a creative solutions agency represented across Cape Town, Johannesburg and Durban, and is home to over 75 adventurous minds.

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