

: All the winners

The Bookmarks 2013 Awards function was held last night, 14 November 2013, at the Artscape Theatre in Cape Town. Congratulations to all the winners!

| COMPANY | GOLD | SILVER | BRONZE | TOTAL |
|---|------|--------|--------|-------|
| Ogilvy & Mather Cape Town | 2 | 4 | 3 | 9 |
| Hellocomputer | 3 | 2 | | 5 |
| Gloo | | 5 | | 5 |
| NATIVE | 1 | 1 | 2 | 4 |
| DStv Online | 1 | | 2 | 3 |
| Synergize Digital | 1 | 1 | 1 | 3 |
| iKineo | | 2 | 2 | 4 |
| Liquorice | | 1 | 3 | 4 |
| Quirk | | 1 | 3 | 4 |
| spree.co.za | 1 | | 1 | 2 |
| 140 BBDO | | 1 | 1 | 2 |
| BNRY & The Jupiter Drawing Room JHB | | 1 | 1 | 2 |
| Gorilla Creative Media | | 1 | 1 | 2 |
| Ireland/Davenport | | | 2 | 2 |
| The Jupiter Drawing Room (South Africa) Cape Town | | | 2 | 2 |
| Daily Maverick | | 1 | | 1 |
| Lighthouse Digital | | 1 | | 1 |
| Yonder Media | | 1 | | 1 |
| 2Stroke Interactive | | | 1 | 1 |
| Aqua / Wunderman South Africa | | | 1 | 1 |
| BrandsEye | | | 1 | 1 |
| DDB South Africa | | | 1 | 1 |
| EYEWITNESS NEWS | | | 1 | 1 |
| How we made it in Africa | | | 1 | 1 |
| Lynne Mackenzie & Partners | | | 1 | 1 |
| M&C Saatchi Abel | | | 1 | 1 |
| Mail & Guardian | | | 1 | 1 |
| Merneburn | | | 1 | 1 |
| Saatchi & Saatchi AtPlay | | | 1 | 1 |
| SARIE.com | | | 1 | 1 |
| TBWA\Tequila\Johannesburg | | | 1 | 1 |
| The Media Image | | | 1 | 1 |
| Woolworths Online & Quirk | | | 1 | 1 |
| World Wide Creative | | | 1 | 1 |
| www.planetf1.com | | | 1 | 1 |

The Bookmarks 2013 Winners List

CORE - WEBSITES/MICROSITES/MOBISITES

Brand, Commercial & Retail websites - Large enterprise (business turnover > R100m)

BRONZE - Liquorice - Robertson's

Brand, Commercial & Retail Websites - Small/Medium enterprise (business turnover < R100m)

- No winners

Publisher sites

- No winners

Specialist Publisher sites (smaller, niche audiences)

BRONZE - SARIE.com

BRONZE - How we made it in Africa (howwemadeitinafrica.com)

BRONZE - Memeburn

BRONZE - www.planetf1.com

Government, Public Service, Civil Society Sites or CSI sites

BRONZE - Quirk - Pledge4Mandela Website

Microsites

BRONZE - NATIVE - Nedbank Ke Yona site

BRONZE - Ogilvy & Mather Cape Town - Audi A1 Experience

BRONZE - Ogilvy & Mather Cape Town - #AudiA3Exchange

Commercial & Retail mobile sites

BRONZE - Quirk - Woolworths Online

Brand/Company Identity mobile sites

BRONZE - Gorilla Creative Media - I Love Baking SA

Publisher Mobile sites

- No winners

E-Commerce

BRONZE - spree.co.za

BRONZE - Woolworths Online & Quirk - Woolworths.co.za

CORE - ADVERTISING & SEARCH

Display Advertising

BRONZE - Ogilvy & Mather Cape Town - Audi R8 - Gone in 5 seconds (collaborated with OgilvyOne & R.E.C Cape Town)

BRONZE - TBWA\Tequila\Johannesburg - McDonalds McMixa - Small Change Big Smiles.

BRONZE - 140 BBDO - Instagram Banner

SILVER - Gloo - BMW 7 Series iPad

SILVER - Gloo - DStv BoxOffice Online

Best Media Plan

SILVER - Lighthouse Digital - FNB Retail Banking (collaborated with Gloo)

Paid Search Campaign

BRONZE - The Media Image - Virgin Active: How To Grow Leads By 160% With The Help of Mobile!

SILVER - Quirk - Woolworths | Always On PPC Campaign

SILVER - Synergize Digital - Prime Meridian Direct Paid Search Entry

Organic Search Campaigns

BRONZE - 2Stroke Interactive - Andy Cab Organic Search Campaign

BRONZE - World Wide Creative - American Swiss Organic Non-Branded and Mobile Search

BRONZE - Synergize Digital - Rovos Rail

GOLD - Synergize Digital - Careers24 Organic Search Entry

Best Ad Network

- No Winners

CORE AWARDS: SOCIAL, COMMUNITY & PR

Social Media Properties

BRONZE - Liquorice - Robertson's Spice

BRONZE - Quirk - Savanna

SILVER - Gorilla Creative Media - I Love Baking SA (collaborated with First View Media)

GOLD - Hellocomputer - World's First LIVE Tweeting Honey Badger (collaborated with DraftFCB Johannesburg)

Social Media Campaigns

BRONZE - DDB South Africa - The 5Gum Experience (collaborated with Seed productions, B4shaw & Retroviral)

BRONZE - M&C Saatchi Abel - Heineken 007

BRONZE - The Jupiter Drawing Room (South Africa) Cape Town- Hyundai Superband (collaborated with World Wide Creative)

SILVER - BNRY & Jupiter Drawing Room JHB - ABSA, The Democratic Republic of Design (The DRD)

SILVER - Ogilvy & Mather Cape Town- #AudiA3Exchange (collaborated with OgilvyOne Cape Town & Platypus Productions)

GOLD - NATIVE- The Exchange

GOLD - Ogilvy & Mather Cape Town - Send your Facebook Profile to Cape Town (collaborated with Flow Communications & R.E.C. Cape Town)

Blog

- No winners

Reputation & Crisis Management

- No winners

CORE AWARDS: EMAIL MARKETING

Email Campaign

BRONZE - Ireland/Davenport - Right2Know Confidential E-mail

Email Publication

GOLD - spree.co.za newsletter

CORE AWARDS: APPLICATION & TOOLS

Browser-Based Software

BRONZE - NATIVE - Isuzu Trail View (collaborated with Studio Muti)

BRONZE - BrandsEye - BrandsEye

Handheld/Phone Apps

BRONZE - The Jupiter Drawing Room (South Africa) Cape Town - Mediclinic Baby App (collaborated with Tech Mahindra (IT Solutions and Programming)

BRONZE - BNRY & The Jupiter Drawing Room JHB - ABSA, The Democratic Republic of Design (The DRD) (collaborated with H-factor)

Tablet Apps

BRONZE - DStv Online - DStv for iPad (collaborated with Immedia)

Tablet Publication

BRONZE - Mail & Guardian - Mail & Guardian iPad edition

CORE AWARDS: GAMES

Game

- No winners

CORE AWARDS: OTHER DIGITAL MEDIA

Digital Installations and Activations

BRONZE - Saatchi & Saatchi AtPlay - CPUT Champions of Engineering (collaborated with Etienne la Grange)

BRONZE - Aqua / Wunderman South Africa - Coca-Cola Swing For Good

BRONZE - iKineo - Loom Immersive Retail

BRONZE - Ireland/Davenport - Walking Dead Activation

SILVER - Gloo - FNB ATM Switch

Online Video

BRONZE - Liquorice - Chef Wendy's Cook Along

GOLD - Ogilvy & Mather Cape Town - Klein Kimmie

CORE AWARDS: BRANDED CONTENT

Branded Content

SILVER - Ogilvy & Mather Cape Town - Send your Facebook Profile to Cape Town (collaborated with DraftFCB Johannesburg)

SILVER - NATIVE - Nedbank Ke Yona (collaborated with The Institute of Amazing Shit, Net#work BBDO, BonNgoe Productions & Universal Productions)

GOLD - Hellocomputer - World's First LIVE Tweeting Honey Badger (collaborated with DraftFCB Johannesburg)

CORE AWARDS: INTEGRATED / MIX MEDIA

Integrated Digital Marketing / Campaigns

BRONZE - Lynne Mackenzie & Partners - Integrated Digital Marketing / Campaigns - Doritos house Party

BRONZE - iKineo - Loom Immersive Retail (collaborated with Michael Elion, Duvaan -Durand - The Institute, Adam Hill, Daniel Ting Chong, Emma Cook)

SILVER - Yonder Media - Hungry Lion Mobile Coupon Campaign

GOLD - Hellocomputer - RAV4 Outdoor Website(collaborated with DraftFCB Johannesburg)

Multi-platform Publisher (>3 platforms)

BRONZE - DStv Online - DStv Catch Up

BRONZE - EYEWITNESS NEWS (collaborated with Liquorice)

SILVER - Liquorice - whatsfordinner?

GOLD - DStv Online - Big Brother Africa

CRAFT AWARDS

Editorial (media - news, magazines, radio, and TV stations/networks)

SILVER - Daily Maverick

Interface, Interaction, Navigation, UX

SILVER - Ogilvy & Mather Cape Town - Be the Champion Coach (collaborated with OgilvyOne Cape Town)

SILVER - Hellocomputer - Toyota Hilux Dakar Emailer (collaborated with DraftFCB Johannesburg)

Graphic Design, Illustration, Animation

SILVER - Ogilvy & Mather Cape Town - #AudiA3Exchange (collaborated with OgilvyOne Cape Town & Platypus Productions)

SILVER - iKineo - Loom Immersive Retail (collaborated with Michael Elion, Adam Hill, Daniel Ting Chong & Emma Cook)

Tech. Innovation

SILVER - iKineo - Loom Immersive Retail (collaborated with Michael Elion, Duvan Durand - The Institute, Duvan Durand - The Institute & Daniel Ting Chong,)

SILVER - Gloo - Pixel Pong

SILVER - Hellocomputer - Toyota Hilux Dakar Emailer (collaborated with DraftFCB Johannesburg)

SILVER - 140 BBDO - Pinhole Camera Emailer (collaborated with Ninjas For Hire)

INDIVIDUAL & TEAM AWARDS

There are no winners in the following categories:

- *Best Digital Advertising Sales Team*
- *Best Media Planner*
- *Best Copywriter*

Best Editorial Team

- Mail & Guardian

Best Digital Editorial Individual

- EYE WITNESS NEWS - Janine Willemans
- Daily Maverick - Rebecca Davis

Best Community Manager

- Liquorice - Jane-Anne Hobbs
- EYEWITNESS NEWS - Dori Van Loggerenberg

Best Creative

- Hellocomputer - Matt Thompson

Best Client Service

- NATIVE - Elizabeth Janse van Rensburg

Best User Experience Designer

- Hellocomputer - Ryno van Niekerk

Best Digital Strategist

- MACHINE - Andy Gilder

Best Media Planner

- No winner

Best Social Media Marketer

- Quirk - Catherine Scott

Best Paid-Search Marketer

- Quirk - Linah Thandiwe Maigurira

Best Organic-Search Marketer

- Synergize Digital - Tim Withers

Best Copywriter

- No winner

Best Student

- AAA - Luscha Brink & Melissa Fontini (Netflorist campaign)

Best Youngster

- Burn Media - Stuart Thomas

SPECIAL HONOURS

Best Agency

- NATIVE

Best Brand/Company

- No Winner

Best Publisher

- Mail & Guardian

Best Individual Contribution to SA Digital Media & Marketing

- Jarred Cinman

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