

Bookmarks 2018 finalists announced!

Encompassing a record 74 categories, the Bookmark Award winners will be announced on 1 March. In the meantime, the IAB SA has announced the finalists of the Awards.



Image credit: IAB SA Facebook page.

| Artificial Intelligence | | | |
|---------------------------|--------------------------------------|---------------------------------------|------------------------------|
| Brand | Product | Title | Entry Agency |
| Bounce News | Bounce News | Bounce News | 24.com a Division of Media24 |
| Daily Kick | Daily Kick | Daily Kick | 24.com a Division of Media24 |
| News24 | News24 Edge | News24 Edge | 24.com a Division of Media24 |
| Bots, Messaging & Dark S | Social | | |
| Sanlam | MyChoice Funeral Plans | Ukshona Kwelanga | King James Group |
| SuperSport | SuperSport's Football Broadcast | SuperSport Football Bot | Levergy Marketing Agency |
| Unilever | Knorr Whatsfordinner? | Knorr Deliver My Dinner | Liquorice |
| Unilever | Rama | Rama Breakfast Bites | Liquorice |
| Brand, Commercial & Re | tail Websites | | |
| Orlando Pirates FC | Website Design and Development | Orlando Pirates FC Website | Agent Orange Design |
| South African Tourism | South African | South African Tourism Renovation | Hellocomputer, FCB Africa |
| Toyota Automark | Automark website | Automark lead generation enhancements | Hellocomputer, FCB Africa |
| Toyota SA | Toyota Configurator | Toyota Configurator | Hellocomputer |
| Visa | Visa eLearning | Visa eLearning Platform | King James Group |
| Branded Content | | | |
| 10X Investments | 10X Investments | #StopDaylightRobbery | M&C Saatchi Abel |
| FNB | FNB | #gimmecool | BrandTruth |
| Huggies | Huggies | Baby Marathon | Ogilvy |
| Jägermeister South Africa | | Ice Cold Oppikoppi | TBWA\Hunt\Lascaris\Durban |
| KFC | The Soundbite Chart | Soundbite - Wetransfer Music Player | Ogilvy |
| Nedbank | Nedbank | Passion Playoffs | NATIVE VML |
| Nedbank | Nedbank | See Money Differently | NATIVE VML, Joe Public |
| New Balance | Cricket equipment, apparel, replicas | Training Day | Levergy Marketing Agency |
| Pernod Ricard SA | Jameson Whiskey | The Jameson Music Video Grant | NATIVE VML |
| Sanlam | MyChoice Funeral Plans | Ukshona Kwelanga | King James Group |
| Sanlam Private Wealth | | Family Fortune | King James Group |
| Santam | | What I'd Rather Do | King James Group |
| Simba | Simba Potato Chips | Simba Soapie | NATIVE VML |
| Standard Bank | Brand | #Today | NATIVE VML |

| Unilever | Lux | We Are More | Gorilla Creative Media |
|--------------------------------------|---|--|---|
| Content Strategy | | | |
| Edgars Fashion | Edgars Summer Range 2016 | Emoji Catwalk | NATIVE VML |
| KFC | The Soundbite Chart | Soundbite | Ogilw/ Mindshare JHB |
| Nedbank | Nedbank | See Money Differently | NATIVE VML. Joe Public |
| Sanlam | MyChoice Funeral Plans | Ukshona Kwelanga | King James Group |
| Ster-Kinekor | The Van Der Merwe film | The Van Der Merwe film launch | FOXP2 |
| The Huffington Post South | | | |
| Africa | Brand | Stop The Cycle | NATIVE VML |
| Craft - Ad Ops | | | |
| Ad Ops | | The Engine Room | Mark 1 |
| The SpaceStation | Ad Ops system: Apollo | Ad Operations System Automation | The SpaceStation |
| Craft - Client Service | | | |
| Cerebra | | I wear many hats | Cerebra |
| Rogerwilco | | Clarissa Fleischer | Rogerwilco |
| Sanlam | | Sanlam Client Service | Forty Two Digital |
| Craft - Interface Design | | | , |
| Chicken Licken | Chicken Licken | New Website | Joe Public Pty Ltd |
| Chicken Licken | Hotwings® | Afronaut | Joe Public Pty Ltd |
| Chicken Licken | Rock My Soul 3 Straight™ | Pharaoh | Joe Public Pty Ltd |
| Investec Asset Management | Journal 5 | Investec Journal 5 | Hellocomputer |
| Sanlam Private Wealth | | Family Fortune | King James Group |
| Siemens | | CalendAR app | King James Group |
| South African Airways (SAA) | SAA(Mobile App) Excellence in Interface Design | SAA(Mobile App) Excellence in Interface Design | Arc Interactive |
| South African Breweries | Corporate Account | SAB Website | Joe Public Pty Ltd |
| South African Tourism | South African | South African Tourism Renovation | Hellocomputer, FCB Africa |
| Craft - Marketing Copywrit | | Court Hour Tourism Choyduon | noncomputor, i ob Anta |
| CANSA | CANSA | CANSA Back to Normal | FCB Cape Town |
| Garagista | Bat Piss | The Dark, Light Beer | DUKE |
| | | Baby Marathon | |
| Huggies KFC | Huggies Suppertime Stories | Suppertime Stories | Ogilvy |
| Nando's | Nando's | Reconciliation Table | Ogilvy M&C Saatchi Abel |
| Sanlam | | Ukshona Kwelanga | |
| Vodacom | MyChoice Funeral Plans NXT LVL | Youth Day | King James Group Ogilw |
| ZANG Chocolate | ZANG Caffeinated Chocolate | K.O. Fatigo! | M&C Saatchi Abel |
| | | IXO. I aligo: | IVIXO Saatol II Abel |
| Craft - News or Feature W | = | The disappearance of Anchon Maller | 24 com a Division of Madia 24 |
| Netwerk24 News24 | Netwerk24 News24 | The disappearance of Anchen Muller Underworld Unmasked | 24.com a Division of Media24 24.com a Division of Media24 |
| | 1 | Oriderworld Officiasked | 24.COM a DIVISION OF IVEGIA24 |
| Craft - Online Video Produ | T | CANISA Book to Normal | ECR Cano Tours |
| CANSA | CANSA | CANSA Back to Normal | FCB Cape Town |
| Chicken Licken | Hotwings® | Afronaut | Joe Public Pty Ltd |
| Chicken Licken | Rock My Soul 3 Straight™ | Pharaoh | Joe Public Pty Ltd |
| Diageo | Tusker Lager | Here's to Us | Net#work BBDO |
| Drive South Africa | South Africa | The Google Trekker Project | Kelly and Woods |
| Investec | Investec Private Bank | #MoreThanData | Wunderman |
| Metropolitan | Metropolitan Brand | #ISeeYou | Ogilvy |
| Nando's Grocery | PERi-PERi Sauce | For Flavour's Sake | M&C Saatchi Abel |
| Nedbank | Nedbank | See Money Differently | NATIVE VML |
| NSRI (National Sea Rescue Institute) | 50 Years Anniversary | My Dad | Ogilvy |
| PUMA | Retail | Mamelodi Sundowns Kit Launch | Ogilvy |
| Sanlam | Sanlam Financial Planning | The Township Guitar | King James |
| Sanlam | Sanlam Investments | The man who thinks he's about to die | King James |
| Standard Bank | Brand | #TODAY | NATIVE VML, Joe Public |
| Western Cape Government | Safely Home | The PSA That Couldn't Wait | FCB Cape Town |
| ZANG Chocolate | ZANG Caffeinated Chocolate | K.O. Fatigo! | M&C Saatchi Abel |
| Craft - Organic Search Ma | rketing | | |
| Dunlop Tyres South Africa | Dunlop Distributers | Mobile Search has Arrived | Conversation LAB |
| Dunlop Tyres South Africa | Dunlop Distributers | Mobile Search has Arrived | Conversation LAB |

| Gumtree | | Gumtree - Driving Organic Performance | NMPi |
|-------------------------------|------------------------------|--|---|
| Rogerwilco | | Andre Buxey: Interneting the Google | Rogerwilco |
| Craft - Research | | , tidio Edio). Intomoding the deegle | r togor vinos |
| City of Cape Town | | City of Cape Town Website | King James Group |
| Craft - Social Media Comm | unity Management | Sity of Gupe Town Website | rung dames Group |
| Chicken Licken | Chicken Licken | Social Communities | Joe Public Pty Ltd |
| CHICKETI LICKETI | Coca-Cola, FUZE tea, Glaceau | Social Communities | Joe'r ublic'r ty Ltu |
| Coca-Cola South Africa | vitaminwater | Coca-Cola South Africa - Social media team | Wunderman |
| Garagista | Bat Piss | The Dark, Light Beer | DUKE |
| Nando's | Brand | Nando's social community | NATIVE VML |
| Rocking the Daisies | Music Festival | Rocking the Daisies 2017 | Steyn Events |
| Vodacom | | #TeamRed Community Management | Cerebra |
| Craft - Software, Coding & | Tech. Innovation | | |
| Independent Media Group | The Publisher's Toolbox | Print to Pixel | Afrozaar |
| KFC | Suppertime Stories | Suppertime Stories | Ogilvy |
| KFC | The Soundbite Chart | Soundbite | Ogilvy |
| Leo/Vicinity Media | | LEO - the adserver | Vicinity Media |
| Santam | | Santam Jammer Scanner | King James Group |
| Vicinity | | Visitability Reporting | Vicinity Media |
| Craft - Strategy | | | |
| Huggies | Huggies | Baby Marathon | Ogilvy |
| KFC | The Soundbite Chart | Soundbite | Ogilw |
| News24 | News24 | News24 Video | 24.com a Division of Media24 |
| SCA | Libresse Panty Liners | Vagina Varsity | Net#work BBDO |
| Vodacom | Elbrosoc Farity Elfford | Data 101 - a Strategic Approach to #DataMustFall | Cerebra |
| Western Cape Government | Safely Home | The PSA That Couldn't Wait | FCB Cape Town |
| Craft - Use of Sound | Salery Horne | THE FOATHAL COULDET WAIL | T CB Cape Town |
| KFC | Suppertime Stories | Suppertime Stories | Ogilw |
| KFC | The Soundbite Chart | Soundbite | Ogilvy |
| Craft - UX | The Souriable Chart | Coundsite | Cgiivy |
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| City of Cape Town | la rata a la mand 5 | City of Cape Town Website Investec Journal 5 | King James Group |
| Investec Asset Management | Investec Journal 5 | | Hellocomputer FOR Africa |
| South African Tourism | South African | South African Tourism Renovation | Hellocomputer, FCB Africa |
| Toyota Automark | Automark | Automark lead generation enhancements | Hellocomputer, FCB Africa |
| Visa | Visa eLearning | Visa eLearning Platform | King James Group |
| Customer Experience Desi | gn | | |
| Momentum | Corporate and Public Sector | Re-imagining Workplace Living Services: Smart Exits | Accenture |
| Unilever | Knorr Whatsfordinner | Knorr Deliver My Dinner | Liquorice |
| Visa | Visa eLearning | Visa eLearning Platform | King James Group |
| Data-driven Campaign | | | · · · · · · · · · · · · · · · · · · · |
| Investec | Investec Private Bank | #MoreThanData | Wunderman |
| Showmax | Video On Demand Internet TV | Customer Engagement Segmentation | Showmax |
| South African Tourism | South Africa | South African Tourism Love SA | Hellocomputer, FCB Africa |
| Digital Installations & Activ | | | , |
| BMW Motorrad | BMW S1000RR | Blink and you'll miss it | FCB Cape Town |
| DStv | DStv | Halloween Sleep Over | Ogilw |
| Glenfiddich | Glenfiddich | Voice Visualiser – The Independent Bar | Platinum Seed Digital Marketing |
| KFC | Suppertime Stories | Suppertime Stories | Ogilw |
| Pioneer Foods | Sasko | Sasko Lunchbox Campaign | Liquorice |
| Digital Integrated Campaig | | Santa Lario Box Garipaigii | 4001100 |
| Chicken Licken | Hotwings® | Afronaut | Joe Public Pty Ltd |
| | | | • |
| Distell | Amarula | Amarula #DontLetThemDisappear | Liquorice |
| DStv | DStv | Halloween Sleep Over | Ogilvy |
| Investec | Investec Private Bank | #MoreThanData | Wunderman |
| KFC | The Soundbite Chart | Soundbite | Ogilvy / Mindshare JHB |
| Nedbank | Nedbank | Passion Playoffs | NATIVE VML |
| Nedbank | Nedbank | See Money Differently | NATIVE VML, Joe Public |
| Sanlam | | Mna Nam National Savings Month | King James Group |

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| Joy Famillure | Unilever | Rama | Rama Breakfast Bites | Liquorice |
| KPC Charitable Donation Add Hope Mark 1 KPC The Soundbite Chart Soundbite - Veteransfer Music Player Ogily Mhet TV My Kitchen Rules SA Television My Kitchen Rules SA Plum Factory The Huffington Post South Africa Stop The Cycle NATIVE VM. Email Publications FlySAA Duly Free competition and duly-free products The Money Show The BUSINESS WRAP Plumedia Boadcasting Email Close Sky High Digital Fire The Money Show The BUSINESS WRAP Plumedia Boadcasting Email Close Sky High Digital Fire The Money Show New Customer Welcome Showmax Showmax Video On Demand Interest TV New Customer Welcome Showmax Showmax Mideo On Demand Interest TV New Customer Welcome Showmax Showmax Showmax Hansa Pilsener Hansa Switch (@6 Digitals Insights Mastercard The Masterpas app The Mastercard Masterpass Race Digitals Insights Mastercard The Masterpas app The Mastercard Masterpass Race Digitals Insights Mastercard The Masterpas app The Mastercard Masterpass Race Digitals Insights Mastercard The Masterpas app The Mastercard Masterpass Race Digitals Insights Mastercard The Masterpas app The Mastercard Masterpass Race Digitals Insights Mastercard The Masterpas app The Mastercard Masterpass Race Digitals Insights Mastercard The Soundbite Chart Soundbite Ogily Mindshare UHB Nectionsk Nectionsk Nectionsk Passion Playoffs NaTIVE ML Nectionsk Nectionsk Passion Playoffs NaTIVE ML Nectionsk Nectionsk Passion Playoffs NaTIVE ML Nectionsk Passion Playoffs NaTIVE ML Nationsk Passion Playoffs NaTIVE ML Native Multilineer David Market M | Display Advertising | | | |
| KPC The Soundbite Chart Soundbite - Wetransfer Music Player Ogliv Minet TV My Kitchen Rules SA Television My Kitchen Rules SA - Plum Factory The Huffington Post South Africa San Television My Kitchen Rules SA - Plum Factory The Huffington Post South Africa San Television My Kitchen Rules SA - Plum Factory The Huffington Post South Africa San Television My Kitchen Rules SA - Plum Factory Final Publications FilySAA Duly Free competition and duly-fine products The Manay Show Digital Free Primadia Broadcasting Final Publications File Manay Show Digital Free Primadia Broadcasting Final Core Sky High Digital Pree Primadia Broadcasting Final Core Sky High Digital My Nethwork BBDO Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Mideo Manay Mideo On Demand Internet TV New Customer Welcomer Showmax Mideo On Demand Internet TV New Customer Welcomer Showmax Mideo On Demand Internet TV New Customer Welcomer Showmax Mideo On Demand Internet TV New Customer Manager Mideo On Digital Internet Manager Mideo On Digital Internet Manager Mideo On Digital Internet Mideo On Digital Inter | Joy Furniture | | Display Innovation | iLEAD et al |
| Met TV My Kitchen Rules SA Television My Kitchen Rules SA Pum Fadory The Huffington Post South Arica Brand Stop The Cycle NATINE ML Email Publications FlySAN Duty Free Competition and duty free competition and duty free products The Money Show The BUSINESS WRAP Primedia Broadcasting Email Coes Sky High Digital Fire SCA Libress Party Liners Make Type The Marketing SCA Libress Party Liners Make Type Type Type Type Type Type Type Typ | KFC | Charitable Donation | Add Hope | Mark1 |
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| Email Publications FiySAA Duty Free Competition and duty-free products The Money Show THE BUSINESS WRAP Primedia Broadcasting Email, Direct & Inbound Marketing Email, Direct & Inbound Marketing SCA Libresse Panty Liners Vagina Varsity Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On Demand Internet TV New Customer Welcome Showmax Video On The Masterpass Race Digitata Insights Video On The Video On Th | The Huffington Post South | Brand | Stop The Cycle | NATIVE VA |
| FigSADutyFree dutyFree competition and dutyFree products The Money Show THE BUSINESS WRAP Primedia Broadcasting Email, Direct & Inbound Marketing Email, Direct & Inbound Marketing Showmax Video On Demand Internet TV New Customer Velocome Showmax Video On Demand Internet TV New Customer Velocome Showmax Unliever Shield Asahe Gorilla Creative Media Cames Whater All Planse Pilsener Hansa Switch @6 Digitata Insights Mastercard The Masterpass app The Mastercard Masterpass Race Digitata Insights Influencer Marketing Flight Centre Student Flights (known as Youth and Adventure) KFC The Soundbite Chart Soundbite Oglity Mindshare JHB Nedbank Nedbank Passion Playoffs NATIVE WIL Permod Rorard SA Jameson Whiskey The Jameson Music Video Grant NATIVE WIL Standard Bank Brand #Today NATIVE WIL Unliever Lux We Are One Show Show Media Uniterer Lux We Are More Orilla Creative Media Uniterer Lux We Are More Orilla Creative Media Innovative Use of Media DSIV DSIV The Soundbite Chart Soundbite Instight Media Innovative Use of Media DSIV DSIV The Soundbite Chart Soundbite Oglity Mindshare JHB Nedbank Nedbank Brand #Today NATIVE WIL Innovative Use of Media DSIV DSIV Hallowen Sleep Over Oglity KFC Suppertime Stories Suppertime Stories Oglity KFC Suppertime Stories Suppertime Stories Music Player Oglity KFC The Soundbite Chart Soundbite Overtage Power Oglity Distell Amarua Amarua Amarua Flor | Africa | Bialiu | Stop The Cycle | INATIVE VIVE |
| ### Anna Price duly-free products Email (Sizes Skyrigh Digital Fire | Email Publications | | | |
| Email, Direct & Inbound Marketing SCA Libresse PantyLiners Vagina Varsity NetWork BIDO Showmax Mideo On Demand Internet TV New Customer Welcome Showmax Unilever Shield Arishe Corilla Creative Middla Games ***Balinder SAV SAB Hansa Pilsener** Mastercard The Masterpass app The Masterpass Race Digitata Insights Mastercard The Masterpass app The Masterpass Race Digitata Insights Influencer Marketing Flight Centre Student Flights (known as Youth and Adventure) ***Student Flights (known as Youth and Adventu | FlySAA Duty Free | | Email Goes Sky High | Digital Fire |
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| - | Daily Kick The Cool Zoro #detefree Ann | Daily Kick | |
| Goal Zero | The Goal Zero #datafree App | Goal Zero #datafree | biNu |
| News24 Edge | News24 Edge | News24 Edge | 24.com a Division of Media24 |
| Netwerk24 | Netwerk24 | South Africa's largest subscription-based portal for news and analysis | 24.com a Division of Media24 |
| News24 | News24 | News24.com | 24.com a Division of Media24 |
| SA Breaking News | www.sabreakingnews.co.za | SA Breaking News | MobiMedia |
| TimesLIVE | TimesLIVE | TimesLIVE | Tiso Blackstar Group |
| Second Screen Campaign | 1 | | |
| DStv | DStv | Halloween Sleep Over | Ogilvy |
| Lancewood | Lancewood Cheese | Emoji Meals | M&C Saatchi Abel |
| Unilever | Shield | Azishe | Gorilla Creative Media |
| Social Communities | | | |
| Chicken Licken | Chicken Licken | Social Communities | Joe Public Pty Ltd |
| Nando's | Brand | Nando's social community | NATIVE VML |
| Rocking the Daisies | Music Festival | Rocking the Daisies 2017 | Steyn Events |
| Western Cape Government | Safely Home | Better Together | Hellocomputer |
| Social Media Campaigns | | | |
| Corona Extra | Corona Extra | The Best Sunset on Earth | King James |
| DStv | DStv | DStv Emoji Trailers | Ogilvy |
| DStv | DStv | Halloween Sleep Over | Ogilvy |
| Edgars Active | Jabari Clothing | Free Your Style | 10th Street Media & Promise |
| Edgars Fashion | Edgars Summer Range 2016 | Emoji Catwalk | NATIVE VML |
| Mercedes-Benz | AMG | 50 years of AMG | Net#work BBDO |
| Mountain Dew | Mountain Dew | Quest For The Dew | Pisces Digital |
| MTV / World Aids Day | Get Tested | #FCK HIV | Ogilvy |
| Nando's | Nando's | Reconciliation Table | M&C Saatchi Abel |
| Russian Bear | Russian Bear | #IAMNEXT | Platinum Seed Digital Marketing |
| Sanlam | MyChoice Funeral Plans | Ukshona Kwelanga | King James Group |
| SPCA | Adoptions | #ChooseYourFamily | FOXP2 |
| Toyota | Toyota C-HR | Toyota C-HR #InternetApproved | Hellocomputer, FCB Africa |
| Unilever | Shield | Azishe | Gorilla Creative Media |
| Capetalk | | 20 in 140 | Primedia Broadcasting |
| The Huffington Post South | | | |
| Africa | Brand | Stop The Cycle | NATIVE VML |
| Social Paid Advertising | | <u> </u> | |
| KFC | The Soundbite Chart | Soundbite - Wetransfer Music Player | Ogily/ Mindshare JHB |
| Pernod Ricard SA | Jameson Whiskey | The Jameson Music Video Grant | NATIVE VML |
| | | The state of the s | |

| | T | | |
|---|--------------------------------------|---|--|
| Sanlam | MyChoice Funeral Plans | Ukshona Kwelanga | King James Group with Forty Two Digital |
| South African Tourism | South Africa | South African Tourism Love SA | Hellocomputer, FCB Africa |
| The Huffington Post South Africa | Brand | Stop The Cycle | NATIVE VML |
| Vodacom | NXTLVL | NXT LVL Youth Day | MEC |
| Special Features | | | |
| Eyewitness News | | TRIAL BY FIRE | Primedia Broadcasting |
| Eyewitness News | | USING DATA TO FIGHT CORRUPTION | Primedia Broadcasting |
| Netwerk24 | Newtwerk24 | A Medical Milestone | 24.com a Division of Media24 |
| News24, AmaBhungane and Daily Maverick | #GuptaLeaks | #GuptaLeaks | 24.com a Division of Media24 |
| The Huffington Post South Africa | Brand | Stop The Cycle | NATIVE VML |
| Specialist Publisher Sites | | | |
| BusinessLIVE | BusinessLIVE | BusinessLIVE | Tiso Blackstar Group |
| CORE Economics | The Economy | The Future of Publishing | Fire and Lion Pty Ltd |
| Old Mutual | World of Endurance | World of Endurance | Old Mutual |
| TshisaLIVE | TshisaLIVE | TshisaLIVE | Tiso Blackstar Group |
| Ventureburn | | Ventureburn.com - A critical independent voice for SA's tech startup sector | Burn Media |
| Use of CRM, Loyalty Progra | ams & Gamification | | |
| Multiply | Brand | Active Dayz | NATIVE VML |
| Unilever | Knorr Whatsfordinner | Knorr Deliver My Dinner | Liquorice |
| Vodacom | Play Everyday | Play Everyday | Ogilvy + MEC + Cerebra |
| Use of Programmatic Medi | | i lay Everyday | Ogilvy - IVEO - Ocicbia |
| KFC | Charitable Donation | Add Hope | Mark1 |
| Mediclinic South Africa | | Mediclinic Baby | Nettrade Programmatic |
| MTN South Africa | Baby Programme Springbok Sponsorship | MTN Transformation | Nettrade Programmatic |
| Nedbank | Personal Loans | Are you Listening? | MediaShop in collaboration with Cadreon |
| Old Mutual Investment Group | | Old Mutual Investment Group - As Invested As You | NMPi Digital |
| Private Property | Home sales and rental | Private Property Programmatic Campaign | the media image (tmi) |
| Satrix | Offshorre Investments | Satrix ETF Launch | Nettrade Programmatic |
| Telkom | Olishone investments | Limitless Ad units | Sizmek |
| Woolworths | Fashion | Woolworths Autumn/Winter 2017 | |
| | | Woolworths Autumn/Winter 2017 | the media image (tmi) |
| Use of User Generated Cor | | E "0 4 " | NATA CAR |
| Edgars Fashion | Edgars Summer Range 2016 | Emoji Catwalk | NATIVE VML |
| Mercedes-Benz | AMG | 50 years of AMG | Net#work BBDO |
| Pernod Ricard SA | Jameson Whiskey | The Jameson Music Video Grant | NATIVE VML |
| South African Breweries | | SABrew | Joe Public Pty Ltd |
| Standard Bank | Brand | #Today | NATIVE VML |
| Toyota | Toyota C-HR | Toyota C-HR #InternetApproved | Hellocomputer, FCB Africa |
| Unilever | Axe | Axecess Ibiza | Gorilla Creative Media |
| User-Generated Content | | | |
| KFM94.5 | | What's Up Western Cape?! | Primedia Broadcasting |
| News24 | News24 | Project Rise | 24.com a Division of Media24 |
| VR & AR | | | |
| Mercedes-Benz | C-Class Coupé Cabriolet | #Lookup | Net#work BBDO |
| Publisher's Toolbox | Augmenta.org | Augmenting Africa's Reality | Afrozaar |
| Siemens | | CalendAR app | King James Group |
| The Huffington Post South Africa | Brand | Stop The Cycle | NATIVE VML |
| Web Applications | | <u></u> | |
| Multiply | Brand | Active Dayz | NATIVE VML |
| Tiso Blackstar Group and F8 | | • | |
| Development | CosMbS | CosMbS | Tiso Blackstar Group |

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. Final judging will take place this weekend, on site in Johannesburg and Cape Town.

Increased judging categories

Says IAB SA CEO Josephine Buys: "We have increased our judging categories this year to reflect the constantly evolving digital industry and the range of skill sets and expertise that it now comprises."



#Bookmarks2018: Getting nostalgic with Josephine Buys Leigh Andrews 6 Feb 2018

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Commenting on the entries received this year, jury president Jerry Mpufane noted a few key shifts: "We are seeing a lot of entries in the integrated categories, including mixed media campaigns. Most of these entries are from the big brands, an indication that, broadly speaking, the industry has embraced the tech age. We are also seeing lots of social media and content campaigns, and many 'speaking' in a very localised South African tone, an indication of a significant shift towards local relevance/resonance. I wish we had seen more entries in the mobile categories. Could this be a missed opportunity? Consider that this touchpoint happens to deliver the first taste of connectivity for the majority of South Africans..."

New categories

New categories introduced to the Bookmarks this year include Influencer Marketing, Online Video, Use of CRM, Loyalty Programmes and Gamification, Artificial Intelligence, Second Screen campaign and Craft: Excellence in use of sound. Says Mpufane: "I am encouraged by the rise in entries in historically niche categories such as Games, Artificial Intelligence, Virtual Reality, Augmented Reality. The industry could do more, considering the prevalence of these technologies in the ordinary lives of the millennials. I am looking forward to some tough debates during the upcoming onsite judging."



IAB SA announces Bookmarks 2018 jury president, chairs 17 Jan 2018



It is interesting times for the digital sector (and the country) and Awards ceremonies and Award entries need to be mindful of and reflect this. Says Brad Page, managing partner, Ogilvy, a judge on this year's performers panel, "As the South African digital advertising industry is maturing, it is evolving for the better. It's been inspiring to see a trend of IAB industry members actively addressing and making progress in areas, which require improvement (such as transparency, transformation, diversity, standards, consumer privacy, and protection and fraud prevention) in order to further grow the industry, attract top talent, and to earn trust."



Tickets on sale for the IAB Digital Summit, Bookmark Awards
11 Jan 2018



The 10th annual Bookmark Awards will be held at The Theatre on the Track, Kyalami on March 1st. Tickets for the awards ceremony and after party can be purchased <u>here</u>.

For more, visit: https://www.bizcommunity.com