

# 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 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 & Retail 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 Autemark	Autemark website	Autemark 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\HuntLascaris\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
<b>Content Strategy</b>			
Edgars Fashion	Edgars Summer Range 2016	Emoji Catwalk	NATIVE VML
KFC	The Soundbite Chart	Soundbite	Ogilvy / 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
<b>Craft - Ad Ops</b>			
Ad Ops		The Engine Room	Mark 1
The SpaceStation	Ad Ops system: Apollo	Ad Operations System Automation	The SpaceStation
<b>Craft - Client Service</b>			
Cerebra		I wear many hats	Cerebra
Rogerwilco		Clarissa Fleischer	Rogerwilco
Sanlam		Sanlam Client Service	Forty Two Digital
<b>Craft - Interface Design</b>			
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
<b>Craft - Marketing Copywriting</b>			
CANSA	CANSA	CANSA Back to Normal	FCB Cape Town
Garagista	Bat Piss	The Dark, Light Beer	DUKE
Huggies	Huggies	Baby Marathon	Ogilvy
KFC	Supertime Stories	Supertime Stories	Ogilvy
Nando's	Nando's	Reconciliation Table	M&C Saatchi Abel
Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Vodacom	NXT LVL	Youth Day	Ogilvy
ZANG Chocolate	ZANG Caffeinated Chocolate	K.O. Fatigo!	M&C Saatchi Abel
<b>Craft - News or Feature Writing</b>			
Netwerk24	Netwerk24	The disappearance of Anchen Muller	24.com a Division of Media24
News24	News24	Underworld Unmasked	24.com a Division of Media24
<b>Craft - Online Video Production</b>			
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
<b>Craft - Organic Search Marketing</b>			
Dunlop Tyres South Africa	Dunlop Distributors	Mobile Search has Arrived	Conversation LAB

Gumtree		Gumtree - Driving Organic Performance	NMPI
Rogerwilco		Andre Buxey: Interneting the Google	Rogerwilco
<b>Craft - Research</b>			
City of Cape Town		City of Cape Town Website	King James Group
<b>Craft - Social Media Community Management</b>			
Chicken Licken	Chicken Licken	Social Communities	Joe Public Pty Ltd
Coca-Cola South Africa	Coca-Cola, FUZE tea, Glaceau 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
<b>Craft - Software, Coding &amp; Tech. Innovation</b>			
Independent Media Group	The Publisher's Toolbox	Print to Pixel	Afrozaar
KFC	Supertime Stories	Supertime Stories	Ogilvy
KFC	The Soundbite Chart	Soundbite	Ogilvy
Leo/Mcinity Media		LEO - the adserver	Vicinity Media
Santam		Santam Jammer Scanner	King James Group
Vicinity		Visitability Reporting	Vicinity Media
<b>Craft - Strategy</b>			
Huggies	Huggies	Baby Marathon	Ogilvy
KFC	The Soundbite Chart	Soundbite	Ogilvy
News24	News24	News24 Video	24.com a Division of Media24
SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Vodacom		Data 101 - a Strategic Approach to #DataMustFall	Cerebra
Western Cape Government	Safely Home	The PSA That Couldn't Wait	FCB Cape Town
<b>Craft - Use of Sound</b>			
KFC	Supertime Stories	Supertime Stories	Ogilvy
KFC	The Soundbite Chart	Soundbite	Ogilvy
<b>Craft - UX</b>			
City of Cape Town		City of Cape Town Website	King James Group
Investec Asset Management	Investec Journal 5	Investec Journal 5	Hellocomputer
South African Tourism	South African	South African Tourism Renovation	Hellocomputer, FCB Africa
Toyota Autemark	Autemark	Autemark lead generation enhancements	Hellocomputer, FCB Africa
Visa	Visa eLearning	Visa eLearning Platform	King James Group
<b>Customer Experience Design</b>			
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
<b>Data-driven Campaign</b>			
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
<b>Digital Installations &amp; Activations</b>			
BMW Motorrad	BMW S1000RR	Blink and you'll miss it	FCB Cape Town
DStv	DStv	Halloween Sleep Over	Ogilvy
Glenfiddich	Glenfiddich	Voice Visualiser – The Independent Bar	Platinum Seed Digital Marketing
KFC	Supertime Stories	Supertime Stories	Ogilvy
Pioneer Foods	Sasko	Sasko Lunchbox Campaign	Liquorice
<b>Digital Integrated Campaign</b>			
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		Mha Nam   National Savings Month	King James Group

SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Toyota	Toyota C-HR	Toyota C-HR #InternetApproved	Hellocomputer, FCB Africa
<b>Digital Strategy</b>			
FNB	FNB	Budget Speech	BrandTruth & That's It & Sprout & AdDynamo
KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Unilever	Rama	Rama Breakfast Bites	Liquorice
<b>Display Advertising</b>			
Joy Furniture		Display Innovation	iLEAD et al
KFC	Charitable Donation	Add Hope	Mark1
KFC	The Soundbite Chart	Soundbite - Wettransfer Music Player	Ogilvy
Mnet Tv	My Kitchen Rules SA Television	My KitchenRules SA	Plum Factory
The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
<b>Email Publications</b>			
FlySAA Duty Free	FlySAA Duty Free competition and duty-free products	Email Goes Sky High	Digital Fire
The Money Show		THE BUSINESS WRAP	Primedia Broadcasting
<b>Email, Direct &amp; Inbound Marketing</b>			
SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Showmax	Video On Demand Internet TV	New Customer Welcome	Showmax
Unilever	Shield	Azishe	Gorilla Creative Media
<b>Games</b>			
AB Inbev SA/ SAB	Hansa Pilsener	Hansa Switch @6	Digitata Insights
Mastercard	The Masterpass app	The Mastercard Masterpass Race	Digitata Insights
<b>Influencer Marketing</b>			
Flight Centre	Student Flights (known as Youth and Adventure)	BabyBot	TBWA\HuntLascaris Johannesburg
KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Nedbank	Nedbank	Passion Playoffs	NATIVE VML
Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Red Heart Rum	Red Heart Rum	Red Heart Rum #LiveWithHeart	Hellocomputer
Standard Bank	Brand	#Today	NATIVE VML
Unilever	Axe	Axcess Ibiza	Gorilla Creative Media
Unilever	Lux	We Are More	Gorilla Creative Media
<b>Innovative Use of Media</b>			
DStv	DStv	Halloween Sleep Over	Ogilvy
KFC	Supertime Stories	Supertime Stories	Ogilvy
KFC	The Soundbite Chart	Soundbite - Instagram Stories Music Player	Ogilvy
KFC	The Soundbite Chart	Soundbite - Wettransfer Music Player	Ogilvy
Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
<b>Integrated Mixed Media Campaign</b>			
Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Distell	Amarula	Amarula #DontLetThemDisappear	Liquorice
DStv	DStv	Halloween Sleep Over	Ogilvy
KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Nando's	Nando's	Reconciliation Table	M&C Saatchi Abel
Sanlam		Mha Nam   National Savings Month	King James Group
Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Santam		Santam Safety Incubator	King James Group
<b>Internet of Things</b>			
Huggies	Huggies	Baby Marathon	Ogilvy
Santam		Santam Roam Alert	King James Group
<b>Live Event Coverage</b>			
News24	News24	Coligny	24.com a Division of Media24

News24/Netwerk24	News24/Netwerk24	News: From moving fast, to streaming live	24.com a Division of Media24
<b>Microsites</b>			
Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Chicken Licken	Rock My Soul 3 Straight™	Pharaoh	Joe Public Pty Ltd
Drive South Africa		South Africa in 360	Discover Africa Group
<b>Mobile Apps</b>			
Chabad House	ARK	Acts of Random Kindness	Net#work BBDO
Dis-Chem	Mobile App Design and Development	Dis-Chem Mobile App	Arc Interactive
Sasol	Employee and contractor mobile application	@Sasol App	Accenture
TransUnion	Auto Dealer's Guide	1Check	DSG
<b>Mobile Campaign</b>			
KFC	Supertime Stories	Supertime Stories	Ogilvy
Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
Unilever	Knorr Whatsfordinner?	Knorr Deliver My Dinner	Liquorice
Vodacom	Play Everyday	Play Everyday	Ogilvy + MEC + Cerebra
<b>Mobile Publications</b>			
News24	News24	News24.com	24.com a Division of Media24
TheSouthAfrican.com	Marfeel's Enterprise Web Optimization Solution	The South African & Marfeel	Blue Sky Publications
<b>Mobile Sites</b>			
KFC	The Soundbite Chart	Soundbite	Ogilvy
Qhubeka	Qhubeka	Do Your Part	Wunderman
<b>Native Advertising</b>			
1Life Insurance	1Life Insurance	1Life native content campaign	Tiso Blackstar Group
Showmax	Showmax	Showmax native content campaign	Tiso Blackstar Group
The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
<b>Online News Video</b>			
TimesLIVE		I am Lara	Tiso Blackstar Group
TimesLIVE		Meet the Clifton cavemen	Tiso Blackstar Group
<b>Online Photography, Illustration &amp; Imagery</b>			
Channel24	Channel24	A picture is worth a thousand words	24.com a Division of Media24
Eyewitness News		Trial by Fire	Primedia Broadcasting
<b>Online Video</b>			
10X Investments	10X Investments	#StopDaylightRobbery	M&C Saatchi Abel
10X Investments	10X Investments	Grocery Slash	M&C Saatchi Abel
Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Flight Centre	Student Flights (known as Youth and Adventure)	BabyBot	TBWA\HuntLascaris Johannesburg
Investec	Investec Private Bank	#MoreThanData	Wunderman
Nando's Grocery	PERi-PERi Sauce	Bolognaise	M&C Saatchi Abel
Nando's Grocery	PERi-PERi Sauce	Chicken Casserole	M&C Saatchi Abel
Nando's Grocery	PERi-PERi Sauce	Pizza	M&C Saatchi Abel
Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Santam		What I'd Rather Do	King James Group
Western Cape Government	Safely Home	The PSA That Couldn't Wait	FCB Cape Town
<b>Online Video Channels</b>			
Huggies	Huggies	Baby Marathon	Ogilvy
Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
<b>Online Video Series</b>			
Huggies	Huggies	Baby Marathon	Ogilvy
Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Santam		What I'd Rather Do	King James Group
Vodacom	NXT LVL	Youth Day	Ogilvy + MEC + Cerebra

Organic Search Marketing			
Clicks		Clicks - Ranking in Position Zero	NMPi
Dunlop Tyres South Africa	Dunlop Distributors	Mobile Search has Arrived	Conversation LAB
Gumtree		Gumtree - Driving Organic Performance	NMPi
HomeChoice		Bedding down SEO	Rogerwilco
Paid Search Marketing			
Chris Willemse Cycles		Shifting Gears	Rogerwilco
Debonairs	Debonairs Pizza	Debonairs- ROAS Campaign	Mediashop in collaboration with Reprise Media
Vodacom	Telecommunications - Retail Deals	Google Shopping Ads	MEC
Woolworths	Consumer Goods	Woolworths Online Shopping	the media image (tmi)
Podcasts & Streaming			
News24	News24	Polotiki	24.com a Division of Media24
Primedia Broadcasting		The Power of the Podcast	Primedia Broadcasting
Soccer Laduma		Creating South Africa's Biggest Podcast!	Soccer Laduma
Public Service & NPO platforms			
Chabad House	ARK	Acts of Random Kindness	Net#work BBDO
City of Cape Town		City of Cape Town Website	King James Group
South African Tourism	South African	South African Tourism Renovation	Hellocomputer, FCB Africa
Publisher Apps			
Daily Kick	Daily Kick	Daily Kick	24.com a Division of Media24
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
SABreaking News	www.sabreakingnews.co.za	SABreaking News	MobiMedia
TimesLIVE	TimesLIVE	TimesLIVE	Tiso Blackstar Group
Second Screen Campaign			
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	FOX2
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			
KFC	The Soundbite Chart	Soundbite - Wettransfer Music Player	Ogilvy / Mndshare JHB
Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML



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	NXT LVL	NXT LVL Youth Day	MEC
<b>Special Features</b>			
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
<b>Specialist Publisher Sites</b>			
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
<b>Use of CRM, Loyalty Programs &amp; Gamification</b>			
Multiply	Brand	Active Dayz	NATIVE VML
Unilever	Knorr Whatsfordinner	Knorr Deliver My Dinner	Liquorice
Vodacom	Play Everyday	Play Everyday	Ogilvy + MEC + Cerebra
<b>Use of Programmatic Media</b>			
KFC	Charitable Donation	Add Hope	Mark1
Mediclinic South Africa	Baby Programme	Mediclinic Baby	Nettrade Programmatic
MTN South Africa	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	Offshore Investments	Satrix ETF Launch	Nettrade Programmatic
Telkom		Limitless Ad units	Sizmek
Woolworths	Fashion	Woolworths Autumn/Winter 2017	the media image (tmi)
<b>Use of User Generated Content</b>			
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	Axcess Ibiza	Gorilla Creative Media
<b>User-Generated Content</b>			
KFM94.5		What's Up Western Cape?!	Primedia Broadcasting
News24	News24	Project Rise	24.com a Division of Media24
<b>VR &amp; AR</b>			
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
<b>Web Applications</b>			
Multiply	Brand	Active Dayz	NATIVE VML
Tiso Blackstar Group and F8 Development	CosMoS	CosMoS	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



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 on-site 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 [here](#).



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