



BOOKMARKS 2022: JURY PANELS ANNOUNCED, ENTRIES IN FULL SWING

As awards season kicks into high gear, The Bookmark Awards announces its 2022 Jury Panels who will evaluate and award the best of the best at the Awards ceremony to be held in July. Each of this year's eight panels will be headed up by a Jury Chair, selected for their experience and expertise in their respective fields.

This year's eight categories consist of Marketing; Publishing; Performance Marketing; Social, Community and Influencer Marketing; Builders; Innovative Engineers; Youth Action and Special Honours. With the aim to place users first, create and maintain a consistent approach to measurement, transform the industry from within and provide trustworthy digital supply chains, the 2022 Bookmarks have embraced the key priorities of IAB South Africa.

LEADING THE CHARGE OF TRANSFORMATION

In keeping with IAB South Africa's mandate to transform the industry from within, the Bookmarks Panels are comprised of a diverse group of South Africans from within the digital and marketing industries. All of the Panel members are nominated by their peers to ensure that the judging panel is not only indicative of and endorsed by the larger industry but that all work submitted for the Awards is judged fairly by those with relevant expertise.

MARKETING PANEL

Kabelo Moshapalo, Chief Creative Officer, Ogilvy Johannesburg (Chair)

Jerusha Raath, Head of Adspace Studio, Media24

Thami Majola, Head of Brand, Vodacom

Jamaine Chiwaye, Integrated Brand Strategist, MediaCom

Matthew Van der Walk, Executive Creative Director, VMLY&R

Ray Langa, Managing Director, Leverage

Nthabiseng Matshekga, Executive Head: Group Marketing, Nedbank

Bruno Bertrand, Digital Commerce & Marketing Director, Estée Lauder Companies

Jabulani Sigege, Executive Creative Director, Machine_

Melissa Raath, Senior Art Director, Ogilvy

Artwell Nwala, Head of Creative, Google

PUBLISHER PANEL

Lebogang Boshomane, SowetanLIVE Online Editor, Arena Holdings (Chair)

JD Engelbrecht, Managing Director, Everlytic

Joanne Hope, Co-founder & Chief Operating Officer, 2Stories

Zainab Slemang van Rijmenant, Managing Partner, Chimera Creative

Jon Savage, Director, in_Broadcasting

Nidha Narrandes, Creative Director, Reel Stories

Carla Bernardo, Communication and Engagement Manager, DSI-NRF Centre of Excellence in Food Security

Anton Marsh, Managing Director, Now Media

Naeem Imam, Founder, IMAMEDIA

Rikashni Rangasamy, Senior Manager Digital, SuperSport

PERFORMANCE MARKETING PANEL

Audrey Naidoo, Head Digital Marketing, ABSA (Chair)

Sue Disler, Head of Digital, Have You Heard

Nivasha Pillay, Head of Digital & Systems Acceleration, MediaCom

Wayne Tigere, Strategic Performance Lead, Dentsu

Jade Arenstein, Global Service Lead: Analytics, Data and BI, Incubeta

Simone Frost, Head of Digital Marketing, Telesure Investment Holdings

Lerato Modisakeng, Head of Platforms and Performance Media, Wavemaker

Andreas Shifotoka, Digital Marketing Specialist for Customer Experience and Product Communications, WesBank

Maude Korte, Head of Commercialization, Nedbank

Vuyisile Kubeka, Digital Strategist, Roast

Ashleigh Brooker, Head of Digital, Philip Morris International

SOCIAL, COMMUNITY & INFLUENCER MARKETING PANEL

Zahira Kharsany, Head of Social & Digital Strategist, Gorilla Creative Media (Chair)

Mongezi Mtati, Brand Strategist, Rogerwilco

Lebo Moerane, Social and Digital Lead, VMLY&R

Janine Jellars, Author and Social Media Strategist, The Big SA Hair Book

Nosipho Ginindza, Managing Director, SoulProviders Collective

Jonathan Lavender, Creative Director, Hellosquare

Theodora Lee, Creative Group Head, King James Group / Accenture Interactive

Maxinne Mboweni, Copywriter, Ogilvy

Clinton Myeni, Senior Graphic Designer, Oliver Africa (U-Studio)

Muchaneta Madavo, Social Lead, Dentsu

MJ Khan, Head of Group Digital Communications, Sasol

BUILDERS PANEL

Jessica van der Westhuyzen, Digital Marketer, 10X Investments (Chair)

Genie Botha, Head of Product Design, MakeReign

Charles Lee Matthews, Publisher & CEO, Inc.Africa

Tracy Lindner, Digital Strategist, Creativly

Charne Munien, Strategy Director, VMLY&R

Emily Shaw, Strategy Partner, Machine_

Jason Stewart, Co-founder & Managing Partner, Have You Heard

Lara Pietersen, Experience Consultant, Equal Experts

Mapule Bodibe, Chief Consumer Officer, MTN

INNOVATIVE ENGINEERS PANEL

Walter Madzonga, Program Manager Digital Strategy & Innovation, ShopriteX (Chair)

Vusi Khosa, Head of UX and UI Design, Hellocomputer

Tilesh Bhaga, Creative Technologist, Grey Johannesburg

Greg Davies, Chief Design Officer, PlusNarrative

Nazareen Ebrahim, CEO, Naz Consulting International

Tebogo Maleka, Business Director, Fuelcontent (Part of HelloFCB+)

Mandisa Bohlela, Senior Marketing Manager: Digital, Nedbank

Johan Walters, Lead Consultant, Incubeta

Lindsay Johnson, Customer Experience: Head of Awareness, Philip Morris International

Adrian Naidoo, Managing Partner Strategy & Consulting, Mindshare South Africa
Lesley-Anne van der Nest, Deputy Managing Director, HelloFCB+

YOUTH ACTION PANEL

Luzuko Tena, Social Media Director, MediaCom (Chair)

Lineo Msimka, Digital Trends Analyst, Draftline

Lerato Dumisa, Senior Brand Manager Sunlight, Unilever

Su Little, Manager of Online Education, Red & Yellow School

Aasiyah Adams, Founder, Abaguquli

Skhumbuzo Tuswa, Creative Group Head, King James Group / Accenture Interactive

Lesego Ngcamu, Executive Head: Digital and Interactive Marketing, Standard Bank

Insaaf Khan, Chief Growth Officer, VMLY&R

Lethu Zimu, Creative Group Head, Think Creative Africa

Nazeema Mia, Media Ops Director, Hello FCB+

SPECIAL HONOURS PANEL

Ryan McManus, Chief Creative Officer, VMLY&R South Africa (Chair)

Niamh NicLiam, Head of Business Partnerships, Incubeta

Darren Mansour, Owner and Managing Director, So Interactive

Dineo Mofokeng, Manager: Digital, Direct & Social Media Marketing, Standard Bank

Dan Berkowitz, Group Executive Creative Director, Have You Heard

Stephane Rogovsky, CEO, R-Squared Agency

Elizabeth Mokwena, Marketing Director, Unilever

Hayley Doron-Weil, Executive Creative Partner, FCB Joburg

Danni Pinch, Executive Creative Director, King James Group / Accenture Interactive

Ashleigh Burton, Digital Marketing Director, NS Group

ENTRIES ARE OPEN

Entries for the 14th annual Bookmark Awards are open until Monday, 9 May at midnight.

For more information about the 2022 Bookmark Awards, visit thebookmarks.co.za. The 2022 Bookmark Awards are proudly supported by DStv Media Sales as its naming rights partner.

SUBMIT ENTRIES

The 2022 Bookmark Awards will be led by Jury President Khensani Nobanda, Group Executive for Marketing and Corporate Affairs at Nedbank Group and a member of the Nedbank Group executive leadership. "Winning a Bookmark Award is a recognition of excellence but also a showcase of talent," she says. "The IAB Bookmark Awards continue to play a critical role in encouraging and celebrating innovation excellence, catapulting the industry into thinking about the next best way to execute and deliver for maximum impact."



MARK YOUR CALENDARS

Don't forget these important dates:

30 April	Entries close
9 May	Late entries and payment deadline
17 June	Finalists announced
28 July	2022 Bookmark Awards Showcase

To learn more about the 2022 Bookmark Awards, visit our [website](#), or send a mail to bookmarks@iabsa.net.

The Bookmarks celebrate innovation, creativity and effectiveness within the digital media and marketing industry, and we look forward to another year of Benchmarking Excellence in 2022.

**ALL THE BEST AND KEEP SAFE,
TEAM IAB SA**

About the IAB South Africa

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers, and the wider business community on the importance of digital marketing.

The IAB Global Network brings together 45 national IABs and three regional IABs to share challenges, develop global solutions and advance the digital advertising industry worldwide. IABs are located in North America, South America, Africa, Asia, Asia Pacific and Europe. Each association is independently owned and operated, functioning under bylaws consonant with local market needs.

[SIGN UP AS AN IAB SA MEMBER](#) >

[INFORMATION ON THE IAB SA](#) >

[SUBSCRIBE TO IAB SA MONTHLY NEWSLETTER](#) >

To find out more about IAB SA Membership Fees and Benefits email Debbie@iabsa.net



[Privacy Policy](#) | [Terms & Conditions](#)

Copyright © IAB 2014