

# The Bookmarks 2018

## All finalists

Category	Brand	Product	Title	Entry Agency
Artificial Intelligence	Bounce News	Bounce News	Bounce News	24.com a Division of Media24
Artificial Intelligence	Daily Kick	Daily Kick	Daily Kick	24.com a Division of Media24
Artificial Intelligence	News24	News24 Edge	News24 Edge	24.com a Division of Media24
Bots, Messaging & Dark Social	Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Bots, Messaging & Dark Social	SuperSport	SuperSport's Football Broadcast	SuperSport Football Bot	Levergy Marketing Agency
Bots, Messaging & Dark Social	Unilever	Knorr Whatsfordinner?	Knorr Deliver My Dinner	Liquorice
Bots, Messaging & Dark Social	Unilever	Rama	Rama Breakfast Bites	Liquorice
Brand, Commercial & Retail Websites	Orlando Pirates FC	Website Design and Development	Orlando Pirates FC Website	Agent Orange Design
Brand, Commercial & Retail Websites	South African Tourism	South African	South African Tourism Renovation	Hellocomputer, FCB Africa
Brand, Commercial & Retail Websites	Toyota Automark	Automark website	Automark lead generation enhancements	Hellocomputer, FCB Africa
Brand, Commercial & Retail Websites	Toyota SA	Toyota Configurator	Toyota Configurator	Hellocomputer
Brand, Commercial & Retail Websites	Visa	Visa eLearning	Visa eLearning Platform	King James Group
Branded Content	10X Investments	10X Investments	#StopDaylightRobbery	M&C Saatchi Abel
Branded Content	FNB	FNB	#gimmecool	BrandTruth
Branded Content	Huggies	Huggies	Baby Marathon	Ogilvy
Branded Content	Jägermeister South Africa		Ice Cold Oppikoppi	TBWA\Hunt\Lasarcis\Durban
Branded Content	KFC	The Soundbite Chart	Soundbite - Wetansfer Music Player	Ogilvy
Branded Content	Nedbank	Nedbank	Passion Playoffs	NATIVE VML
Branded Content	Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
Branded Content	New Balance	Cricket equipment, apparel, replicas	Training Day	Levergy Marketing Agency
Branded Content	Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Branded Content	Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Branded Content	Sanlam Private Wealth		Family Fortune	King James Group
Branded Content	Santam		What I'd Rather Do	King James Group
Branded Content	Simba	Simba Potato Chips	Simba Soapie	NATIVE VML
Branded Content	Standard Bank	Brand	#Today	NATIVE VML
Branded Content	Unilever	Lux	We Are More	Gorilla Creative Media
Content Strategy	Edgars Fashion	Edgars Summer Range 2016	Emoji Catwalk	NATIVE VML
Content Strategy	KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Content Strategy	Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
Content Strategy	Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Content Strategy	Ster-Kinekor	The Van Der Merwe film	The Van Der Merwe film launch	FOXP2
Content Strategy	Africa	Brand	Stop The Cycle	NATIVE VML
Craft - Ad Ops	Ad Ops		The Engine Room	Mark1
Craft - Ad Ops	The SpaceStation	Ad Ops system: Apollo	Ad Operations System Automation	The SpaceStation
Craft - Client Service	Cerebra		I wear many hats	Cerebra
Craft - Client Service	Rogerwilco		Clarissa Fleischer	Rogerwilco
Craft - Client Service	Sanlam		Sanlam Client Service	Forty Two Digital
Craft - Interface Design	Chicken Licken	Chicken Licken	New Website	Joe Public Pty Ltd
Craft - Interface Design	Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Craft - Interface Design	Chicken Licken	Rock My Soul 3 Straight™	Pharaoh	Joe Public Pty Ltd
Craft - Interface Design	Investec Asset Management	Journal 5	Investec Journal 5	Hellocomputer
Craft - Interface Design	Sanlam Private Wealth		Family Fortune	King James Group
Craft - Interface Design	Siemens		CalendAR app	King James Group
Craft - Interface Design	South African Airways (SAA)	SAA(Mobile App) Excellence in Interface Design	SAA(Mobile App) Excellence in Interface Design	Arc Interactive
Craft - Interface Design	South African Breweries	Corporate Account	SAB Website	Joe Public Pty Ltd
Craft - Interface Design	South African Tourism	South African	South African Tourism Renovation	Hellocomputer, FCB Africa
Craft - Marketing Copywriting	CANSA	CANSA	CANSA Back to Normal	FCB Cape Town
Craft - Marketing Copywriting	Garagista	Bat Piss	The Dark, Light Beer	DUKE
Craft - Marketing Copywriting	Huggies	Huggies	Baby Marathon	Ogilvy

Craft - Marketing Copywriting	KFC	Suppertime Stories	Suppertime Stories	Ogilvy
Craft - Marketing Copywriting	Nando's	Nando's	Reconciliation Table	M&C Saatchi Abel
Craft - Marketing Copywriting	Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Craft - Marketing Copywriting	Vodacom	NXT LVL	Youth Day	Ogilvy
Craft - Marketing Copywriting	ZANG Chocolate	ZANG Caffeinated Chocolate	K.O. Fatigo!	M&C Saatchi Abel
Craft - News or Feature Writing	Netwerk24	Netwerk24	The disappearance of Anchen Muller	24.com a Division of Media24
Craft - News or Feature Writing	News24	News24	Underworld Unmasked	24.com a Division of Media24
Craft - Online Video Production	CANSA	CANSA	CANSA Back to Normal	FCB Cape Town
Craft - Online Video Production	Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Craft - Online Video Production	Chicken Licken	Rock My Soul 3 Straight™	Pharaoh	Joe Public Pty Ltd
Craft - Online Video Production	Diageo	Tusker Lager	Here's to Us	Net#work BBDO
Craft - Online Video Production	Drive South Africa	South Africa	The Google Trekker Project	Kelly and Woods
Craft - Online Video Production	Investec	Investec Private Bank	#MoreThanData	Wunderman
Craft - Online Video Production	Metropolitan	Metropolitan Brand	#SeeYou	Ogilvy
Craft - Online Video Production	Nando's Grocery	PERi-PERi Sauce	For Flavour's Sake	M&C Saatchi Abel
Craft - Online Video Production	Nedbank	Nedbank	See Money Differently	NATIVE VML
Craft - Online Video Production	NSRI (National Sea Rescue Institute)	50 Years Anniversary	My Dad	Ogilvy
Craft - Online Video Production	PUMA	Retail	Mamelodi Sundowns Kit Launch	Ogilvy
Craft - Online Video Production	Sanlam	Sanlam Financial Planning	The Township Guitar	King James
Craft - Online Video Production	Sanlam	Sanlam Investments	The man who thinks he's about to die	King James
Craft - Online Video Production	Standard Bank	Brand	#TODAY	NATIVE VML, Joe Public
Craft - Online Video Production	Western Cape Government	Safely Home	The PSA That Couldn't Wait	FCB Cape Town
Craft - Online Video Production	ZANG Chocolate	ZANG Caffeinated Chocolate	K.O. Fatigo!	M&C Saatchi Abel
Craft - Organic Search Marketing	Dunlop Tyres South Africa	Dunlop Distributers	Mobile Search has Arrived	Conversation LAB
Craft - Organic Search Marketing	Gumtree		Gumtree - Driving Organic Performance	NMPi
Craft - Organic Search Marketing	Rogerwilco		Andre Buxey: Interneting the Google	Rogerwilco
Craft - Research	City of Cape Town		City of Cape Town Website	King James Group
Craft - Social Media Community Management	Chicken Licken	Chicken Licken	Social Communities	Joe Public Pty Ltd
Craft - Social Media Community Management	Coca-Cola South Africa	Coca-Cola, FUZE tea, Glaceau vitaminwater	Coca-Cola South Africa - Social media team	Wunderman
Craft - Social Media Community Management	Garagista	Bat Piss	The Dark, Light Beer	DUKE
Craft - Social Media Community Management	Nando's	Brand	Nando's social community	NATIVE VML
Craft - Social Media Community Management	Rocking the Daisies	Music Festival	Rocking the Daisies 2017	Steyn Events
Craft - Social Media Community Management	Vodacom		#TeamRed Community Management	Cerebra
Craft - Software, Coding & Tech. Innovation	Independent Media Group	The Publisher's Toolbox	Print to Pixel	Afrozaar
Craft - Software, Coding & Tech. Innovation	KFC	Suppertime Stories	Suppertime Stories	Ogilvy
Craft - Software, Coding & Tech. Innovation	KFC	The Soundbite Chart	Soundbite	Ogilvy
Craft - Software, Coding & Tech. Innovation	Leo/Vicinity Media		LEO - the adserver	Vicinity Media
Craft - Software, Coding & Tech. Innovation	Santam		Santam Jammer Scanner	King James Group
Craft - Software, Coding & Tech. Innovation	Vicinity		Visitability Reporting	Vicinity Media

Craft - Strategy	Huggies	Huggies	Baby Marathon	Ogilvy
Craft - Strategy	KFC	The Soundbite Chart	Soundbite	Ogilvy
Craft - Strategy	News24	News24	News24 Video	24.com a Division of Media24
Craft - Strategy	SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Craft - Strategy	Vodacom		Data 101 - a Strategic Approach to #DataMustFall	Cerebra
Craft - Strategy	Western Cape Government	Safely Home	The PSA That Couldn't Wait	FCB Cape Town
Craft - Use of Sound	KFC	Supertime Stories	Supertime Stories	Ogilvy
Craft - Use of Sound	KFC	The Soundbite Chart	Soundbite	Ogilvy
Craft - UX	City of Cape Town		City of Cape Town Website	King James Group
Craft - UX	Investec Asset Management	Investec Journal 5	Investec Journal 5	Hellocomputer
Craft - UX	South African Tourism	South African	South African Tourism Renovation Automark lead generation enhancements	Hellocomputer, FCB Africa
Craft - UX	Toyota Automark	Automark		Hellocomputer, FCB Africa
Craft - UX	Visa	Visa eLearning	Visa eLearning Platform	King James Group
Customer Experience Design	Momentum	Corporate and Public Sector	Re-imagining Workplace Living Services: Smart Exits	Accenture
Customer Experience Design	Unilever	Knorr Whatsfordinner	Knorr Deliver My Dinner	Liquorice
Customer Experience Design	Visa	Visa eLearning	Visa eLearning Platform	King James Group
Data-driven Campaign	Investec	Investec Private Bank	#MoreThanData	Wunderman
Data-driven Campaign	Showmax	Video On Demand Internet TV	Customer Engagement Segmentation	Showmax
Data-driven Campaign	South African Tourism	South Africa	South African Tourism Love SA	Hellocomputer, FCB Africa
Digital Installations & Activations	BMW Motorrad	BMW S1000RR	Blink and you'll miss it	FCB Cape Town
Digital Installations & Activations	DStv	DStv	Halloween Sleep Over	Ogilvy
Digital Installations & Activations	Glenfiddich	Glenfiddich	Voice Visualiser – The Independent Bar	Platinum Seed Digital Marketing
Digital Installations & Activations	KFC	Supertime Stories	Supertime Stories	Ogilvy
Digital Installations & Activations	Pioneer Foods	Sasko	Sasko Lunchbox Campaign	Liquorice
Digital Integrated Campaign	Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Digital Integrated Campaign	Distell	Amarula	Amarula #DontLetThemDisappear	Liquorice
Digital Integrated Campaign	DStv	DStv	Halloween Sleep Over	Ogilvy
Digital Integrated Campaign	Investec	Investec Private Bank	#MoreThanData	Wunderman
Digital Integrated Campaign	KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Digital Integrated Campaign	Nedbank	Nedbank	Passion Playoffs	NATIVE VML
Digital Integrated Campaign	Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
Digital Integrated Campaign	Sanlam		Mna Nam   National Savings Month	King James Group
Digital Integrated Campaign	SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Digital Integrated Campaign	Toyota	Toyota C-HR	Toyota C-HR #InternetApproved	Hellocomputer, FCB Africa
Digital Strategy	FNB	FNB	Budget Speech	BrandTruth & That's It & Sprout & AdDynamo
Digital Strategy	KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Digital Strategy	Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
Digital Strategy	SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Digital Strategy	Unilever	Rama	Rama Breakfast Bites	Liquorice
Display Advertising	Joy Furniture		Display Innovation	iLEAD et al
Display Advertising	KFC	Charitable Donation	Add Hope	Mark1
Display Advertising	KFC	The Soundbite Chart	Soundbite - Wetransfer Music Player	Ogilvy
Display Advertising	Mnet Tv	My Kitchen Rules SA Television	My KitchenRules SA	Plum Factory
Display Advertising	The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
Email Publications	FlySAA Duty Free	FlySAA Duty Free competition and duty-free products	Email Goes Sky High	Digital Fire
Email Publications	The Money Show		The Business Wrap	Primedia Broadcasting
Email, Direct & Inbound Marketing	SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Email, Direct & Inbound Marketing	Showmax	Video On Demand Internet TV	New Customer Welcome	Showmax
Email, Direct & Inbound Marketing	Unilever	Shield	Azische	Gorilla Creative Media

Games	AB Inbev SA / SAB	Hansa Pilsener	Hansa Switch @6	Digitata Insights
Games	Mastercard	The Masterpass app	The Mastercard Masterpass Race	Digitata Insights
Influencer Marketing	Flight Centre	Student Flights (known as Youth and Adventure)	BabyBot	TBWA\Hunt\Lascaris Johannesburg
Influencer Marketing	KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Influencer Marketing	Nedbank	Nedbank	Passion Playoffs	NATIVE VML
Influencer Marketing	Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Influencer Marketing	Red Heart Rum	Red Heart Rum	Red Heart Rum #LiveWithHeart	Hellocomputer
Influencer Marketing	Standard Bank	Brand	#Today	NATIVE VML
Influencer Marketing	Unilever	Axe	Axcess Ibiza	Gorilla Creative Media
Influencer Marketing	Unilever	Lux	We Are More	Gorilla Creative Media
Innovative Use of Media	DStv	DStv	Halloween Sleep Over	Ogilvy
Innovative Use of Media	KFC	Suppertime Stories	Suppertime Stories	Ogilvy
Innovative Use of Media	KFC	The Soundbite Chart	Soundbite - Instagram Stories Music Player	Ogilvy
Innovative Use of Media	KFC	The Soundbite Chart	Soundbite - Wettransfer Music Player	Ogilvy
Innovative Use of Media	Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
Innovative Use of Media	Africa	Brand	Stop The Cycle	NATIVE VML
Integrated Mixed Media Campaign	Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Integrated Mixed Media Campaign	Distell	Amarula	Amarula #DontLetThemDisappear	Liquorice
Integrated Mixed Media Campaign	DStv	DStv	Halloween Sleep Over	Ogilvy
Integrated Mixed Media Campaign	KFC	The Soundbite Chart	Soundbite	Ogilvy / Mindshare JHB
Integrated Mixed Media Campaign	Nando's	Nando's	Reconciliation Table	M&C Saatchi Abel
Integrated Mixed Media Campaign	Sanlam		Mna Nam   National Savings Month	King James Group
Integrated Mixed Media Campaign	Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Integrated Mixed Media Campaign	Santam		Santam Safety Incubator	King James Group
Internet of Things	Huggies	Huggies	Baby Marathon	Ogilvy
Internet of Things	Santam		Santam Roam Alert	King James Group
Live Event Coverage	News24	News24	Coligny	24.com a Division of Media24
Live Event Coverage	News24/Netwerk24	News24/Netwerk24	News: From moving fast, to streaming live	24.com a Division of Media24
Microsites	Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Microsites	Chicken Licken	Rock My Soul 3 Straight™	Pharaoh	Joe Public Pty Ltd
Microsites	Drive South Africa		South Africa in 360	Discover Africa Group
Mobile Apps	Chabad House	ARK	Acts of Random Kindness	Net#work BBDO
Mobile Apps	Dis-Chem	Mobile App Design and Development	Dis-Chem Mobile App	Arc Interactive
Mobile Apps	Sasol	Employee and contractor mobile application	@Sasol App	Accenture
Mobile Apps	TransUnion	Auto Dealer's Guide	1Check	DSG
Mobile Campaign	KFC	Suppertime Stories	Suppertime Stories	Ogilvy
Mobile Campaign	Nedbank	Nedbank	See Money Differently	NATIVE VML + Joe Public
Mobile Campaign	The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
Mobile Campaign	Unilever	Knorr Whatsfordinner?	Knorr Deliver My Dinner	Liquorice
Mobile Campaign	Vodacom	Play Everyday	Play Everyday	Ogilvy + MEC + Cerebra
Mobile Publications	News24	News24	News24.com	24.com a Division of Media24
Mobile Publications	TheSouthAfrican.com	Optimization Solution	The South African & Marfeel	Blue Sky Publications
Mobile Sites	KFC	The Soundbite Chart	Soundbite	Ogilvy
Mobile Sites	Qhubeka	Qhubeka	Do Your Part	Wunderman
Native Advertising	1Life Insurance	1Life Insurance	1Life native content campaign	Tiso Blackstar Group
Native Advertising	Showmax	Showmax	Showmax native content campaign	Tiso Blackstar Group
Native Advertising	Africa	Brand	Stop The Cycle	NATIVE VML
Online News Video	TimesLIVE		I am Lara	Tiso Blackstar Group
Online News Video	TimesLIVE		Meet the Clifton cavemen	Tiso Blackstar Group

Online Photography, Illustration & Imagery	Channel24	Channel24	A picture is worth a thousand words	24.com a Division of Media24
Online Photography, Illustration & Imagery	Eyewitness News		Trial by Fire	Primedia Broadcasting
Online Video	10X Investments	10X Investments	#StopDaylightRobbery	M&C Saatchi Abel
Online Video	10X Investments	10X Investments	Grocery Slash	M&C Saatchi Abel
Online Video	Chicken Licken	Hotwings®	Afronaut	Joe Public Pty Ltd
Online Video	Flight Centre	Student Flights (known as Youth and Adventure)	BabyBot	TBWA\Hunt\Lascais Johannesburg
Online Video	Investec	Investec Private Bank	#MoreThanData	Wunderman
Online Video	Nando's Grocery	PERI-PERi Sauce	Bolognaise	M&C Saatchi Abel
Online Video	Nando's Grocery	PERI-PERi Sauce	Chicken Casserole	M&C Saatchi Abel
Online Video	Nando's Grocery	PERI-PERi Sauce	Pizza	M&C Saatchi Abel
Online Video	Nedbank	Nedbank	See Money Differently	NATIVE VML, Joe Public
Online Video	Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Online Video	Santam		What I'd Rather Do	King James Group
Online Video	Western Cape Government	Safely Home	The PSA That Couldn't Wait	FCB Cape Town
Online Video Channels	Huggies	Huggies	Baby Marathon	Ogilvy
Online Video Channels	Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Online Video Channels	SCA	Libresse Panty Liners	Vagina Varsity	Net#work BBDO
Online Video Series	Huggies	Huggies	Baby Marathon	Ogilvy
Online Video Series	Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Online Video Series	Santam		What I'd Rather Do	King James Group
Online Video Series	Vodacom	NXT LVL	Youth Day	Ogilvy + MEC + Cerebra
Organic Search Marketing	Clicks		Clicks - Ranking in Position Zero	NMPi
Organic Search Marketing	Dunlop Tyres South Africa	Dunlop Distributers	Mobile Search has Arrived	Conversation LAB
Organic Search Marketing	Gumtree		Gumtree - Driving Organic Performance	NMPi
Organic Search Marketing	HomeChoice		Bedding down SEO	Rogerwilco
Paid Search Marketing	Chris Willemsse Cycles		Shifting Gears	Rogerwilco
Paid Search Marketing	Debonairs	Debonairs Pizza	Debonairs- ROAS Campaign	Mediashop in collaboration with Reprise Media
Paid Search Marketing	Vodacom	Telecommunications - Retail Deals	Google Shopping Ads	MEC
Paid Search Marketing	Woolworths	Consumer Goods	Woolworths Online Shopping	the media image (tmi)
Podcasts & Streaming	News24	News24	Polotiki	24.com a Division of Media24
Podcasts & Streaming	Primedia Broadcasting		The Power of the Podcast	Primedia Broadcasting
Podcasts & Streaming	Soccer Laduma		Creating South Africa's Biggest Podcast!	Soccer Laduma
Public Service & NPO platforms	Chabad House	ARK	Acts of Random Kindness	Net#work BBDO
Public Service & NPO platforms	City of Cape Town		City of Cape Town Website	King James Group
Public Service & NPO platforms	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
Publisher Apps	Goal Zero	The Goal Zero #datafree App	Goal Zero #datafree	biNu
Publisher Apps	News24 Edge	News24 Edge	News24 Edge	24.com a Division of Media24
Publisher Sites	Netwerk24	Netwerk24	South Africa's largest subscription-based portal for news and analysis	24.com a Division of Media24
Publisher Sites	News24	News24	News24.com	24.com a Division of Media24
Publisher Sites	SA Breaking News	www.sabreakingnews.co.za	SA Breaking News	MobiMedia
Publisher Sites	TimesLIVE	TimesLIVE	TimesLIVE	Tiso Blackstar Group
Second Screen Campaign	DStv	DStv	Halloween Sleep Over	Ogilvy
Second Screen Campaign	Lancewood	Lancewood Cheese	Emoji Meals	M&C Saatchi Abel
Second Screen Campaign	Unilever	Shield	Azishe	Gorilla Creative Media
Social Communities	Chicken Licken	Chicken Licken	Social Communities	Joe Public Pty Ltd
Social Communities	Nando's	Brand	Nando's social community	NATIVE VML
Social Communities	Rocking the Daisies	Music Festival	Rocking the Daisies 2017	Steyn Events
Social Communities	Western Cape Government	Safely Home	Better Together	Hellocomputer
Social Media Campaigns	Corona Extra	Corona Extra	The Best Sunset on Earth	King James
Social Media Campaigns	DStv	DStv	DStv Emoji Trailers	Ogilvy
Social Media Campaigns	DStv	DStv	Halloween Sleep Over	Ogilvy
Social Media Campaigns	Edgars Active	Jabari Clothing	Free Your Style	10th Street Media & Promise
Social Media Campaigns	Edgars Fashion	Edgars Summer Range 2016	Emoji Catwalk	NATIVE VML

Social Media Campaigns	Mercedes-Benz	AMG	50 years of AMG	Net#work BBDO
Social Media Campaigns	Mountain Dew	Mountain Dew	Quest For The Dew	Pisces Digital
Social Media Campaigns	MTV / World Aids Day	Get Tested	#FCK HIV	Ogilvy
Social Media Campaigns	Nando's	Nando's	Reconciliation Table	M&C Saatchi Abel
Social Media Campaigns	Russian Bear	Russian Bear	#IAMNEXT	Platinum Seed Digital Marketing
Social Media Campaigns	Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	King James Group
Social Media Campaigns	SPCA	Adoptions	#ChooseYourFamily	FOXP2
Social Media Campaigns	Toyota	Toyota C-HR	Toyota C-HR #InternetApproved	Hellocomputer, FCB Africa
Social Media Campaigns	Unilever	Shield	Azishe	Gorilla Creative Media
Social Media Publications	Capetalk		20 in 140	Primedia Broadcasting + Intrepid Fox
Social Media Publications	The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
Social Paid Advertising	KFC	The Soundbite Chart	Soundbite - Wetransfer Music Player	Ogilvy / Mindshare JHB
Social Paid Advertising	Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML King James Group with Forty Two Digital
Social Paid Advertising	Sanlam	MyChoice Funeral Plans	Ukshona Kwelanga	
Social Paid Advertising	South African Tourism	South Africa	South African Tourism Love SA	Hellocomputer, FCB Africa
Social Paid Advertising	The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
Social Paid Advertising	Vodacom	NXT LVL	NXT LVL Youth Day	MEC
Special Features	Eyewitness News		TRIAL BY FIRE	Primedia Broadcasting
Special Features	Eyewitness News		USING DATA TO FIGHT CORRUPTION	Primedia Broadcasting
Special Features	Netwerk24	Newtwerk24	A Medical Milestone	24.com a Division of Media24
Special Features	News24, AmaBhungane and Daily Maverick	#GuptaLeaks	#GuptaLeaks	24.com a Division of Media24
Special Features	The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
Specialist Publisher Sites	BusinessLIVE	BusinessLIVE	BusinessLIVE	Tiso Blackstar Group
Specialist Publisher Sites	CORE Economics	The Economy	The Future of Publishing	Fire and Lion Pty Ltd
Specialist Publisher Sites	Old Mutual	World of Endurance	World of Endurance	Old Mutual
Specialist Publisher Sites	TshisaLIVE	TshisaLIVE	TshisaLIVE	Tiso Blackstar Group
Specialist Publisher Sites	Ventureburn		Ventureburn.com - A critical independent voice for SA's tech startup sector	Burn Media
Use of CRM, Loyalty Programs & Gamification	Multiply	Brand	Active Dayz	NATIVE VML
Use of CRM, Loyalty Programs & Gamification	Unilever	Knorr Whatsfordinner	Knorr Deliver My Dinner	Liquorice
Use of CRM, Loyalty Programs & Gamification	Vodacom	Play Everyday	Play Everyday	Ogilvy + MEC + Cerebra
Use of Programmatic Media	KFC	Charitable Donation	Add Hope	Mark1
Use of Programmatic Media	Mediclinic South Africa	Baby Programme	Mediclinic Baby	Nettrade Programmatic
Use of Programmatic Media	MTN South Africa	Springbok Sponsorship	MTN Transformation	Nettrade Programmatic
Use of Programmatic Media	Nedbank	Personal Loans	Are you Listening? Old Mutual Investment Group - As Invested As You	MediaShop in collaboration with Cadreon
Use of Programmatic Media	Old Mutual Investment Group		Private Property Programmatic Campaign	NMPi Digital
Use of Programmatic Media	Private Property	Home sales and rental		the media image (tmi)
Use of Programmatic Media	Satrix	Offshore Investments	Satrix ETF Launch	Nettrade Programmatic
Use of Programmatic Media	Telkom		Limitless Ad units	Sizmek
Use of Programmatic Media	Woolworths	Fashion	Woolworths Autumn/Winter 2017	the media image (tmi)
Use of User Generated Content	Edgars Fashion	Edgars Summer Range 2016	Emoji Catwalk	NATIVE VML
Use of User Generated Content	Mercedes-Benz	AMG	50 years of AMG	Net#work BBDO
Use of User Generated Content	Pernod Ricard SA	Jameson Whiskey	The Jameson Music Video Grant	NATIVE VML
Use of User Generated Content	South African Breweries		SABrew	Joe Public Pty Ltd
Use of User Generated Content	Standard Bank	Brand	#Today	NATIVE VML
Use of User Generated Content	Toyota	Toyota C-HR	Toyota C-HR #InternetApproved	Hellocomputer, FCB Africa
Use of User Generated Content	Unilever	Axe	Axecess Ibiza	Gorilla Creative Media

User-Generated Content	KFM 94.5		What's Up Western Cape?!	Primedia Broadcasting
User-Generated Content	News24	News24	Project Rise	24.com a Division of Media24
VR & AR	Mercedes-Benz	C-Class Coupé Cabriolet	#Lookup	Net#work BBDO
VR & AR	Publisher's Toolbox	Augmenta.org	Augmenting Africa's Reality	Afrozaar
VR & AR	Siemens		CalendAR app	King James Group
VR & AR	The Huffington Post South Africa	Brand	Stop The Cycle	NATIVE VML
Web Applications	Multiply	Brand	Active Dayz	NATIVE VML
Web Applications	Tiso Blackstar Group and F8 Development	CosMoS	CosMoS	Tiso Blackstar Group