

the **BOOKMARKS** 2018

WINNERS LIST

Sub-category	Entry Agency	Brand	Title	Product	Award
Campaign category					
Content Strategy	FoxP2	Ster-Kinekor	The Van Der Merwe film launch	The Van Der Merwe film	Bronze
Content Strategy	King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Gold
Content Strategy	VML South Africa	Edgars Fashion	Emoji Catwalk	Edgars Summer Range 2016	Silver
Content Strategy	VML South Africa	The Huffington Post South Africa	Stop The Cycle		Bronze
Content Strategy	VML South Africa & Joe Public	Nedbank	See Money Differently	Nedbank	Silver
Data-driven Campaign	Showmax	Showmax	Customer Engagement Segmentation	Video On Demand Internet TV	Gold
Digital Integrated Campaign	Liquorice	Distell	Amarula #DontLetThemDisappear	Amarula	Bronze
Digital Integrated Campaign	Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Bronze
Digital Integrated Campaign	Ogilvy	DStv	Halloween Sleep Over	DStv	Bronze
Digital Integrated Campaign	Wunderman	Investec	#MoreThanData	Investec Private Bank	Bronze
Digital Strategy	Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Bronze
Integrated Mixed Media Campaign	Joe Public Pty Ltd	Chicken Licken	Afronaut	Hotwings®	Bronze
Integrated Mixed Media Campaign	King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Silver
Integrated Mixed Media Campaign	King James Group	Sanlam	Mna Nam National Savings Month		Silver
Integrated Mixed Media Campaign	M&C Saatchi Abel	Nando's	Reconciliation Table	Nando's	Silver
Integrated Mixed Media Campaign	Ogilvy & Mindshare Jhb	KFC	Soundbite	The Soundbite Chart	Silver
Mobile Campaign	Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Silver
Mobile Campaign	VML South Africa	The Huffington Post South Africa	Stop The Cycle		Silver
Channels category					
Branded Content	King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Silver
Branded Content	King James Group	Sanlam Private Wealth	Family Fortune		Silver
Branded Content	Ogilvy	Huggies	Baby Marathon	Huggies	Gold
Digital Installations & Activations	FCB Cape Town	BMW Motorrad	Blink and you'll miss it	BMW S1000RR	Silver
Digital Installations & Activations	Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Silver
Digital Installations & Activations	Ogilvy	DStv	Halloween Sleep Over	DStv	Silver
Digital Installations & Activations	Platinum Seed Digital Marketing	Glenfiddich	Voice Visualiser – The Independent Bar	Glenfiddich	Bronze
Display Advertising	Mark1	KFC	Add Hope	Charitable Donation	Silver
Display Advertising	Ogilvy	KFC	Soundbite - Wettransfer Music Player	The Soundbite Chart	Bronze
Display Advertising	VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Gold
Email, Direct & Inbound Marketing	Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Silver
Innovative Use of Media	Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Gold
Innovative Use of Media	VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Silver
Innovative Use of Media	VML South Africa & Joe Public	Nedbank	See Money Differently	Nedbank	Bronze

Native Advertising	VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Silver
Online Video	FCB Cape Town	Western Cape Government	The PSA That Couldn't Wait	Safely Home	Silver
Online Video	Joe Public Pty Ltd	Chicken Licken	Afronaut	Hotwings®	Bronze
Online Video	King James Group	Santam	What I'd Rather Do		Bronze
Online Video	M&C Saatchi Abel	Nando's Grocery	Pizza	PERI-PERI Sauce	Bronze
Online Video	M&C Saatchi Abel	10X Investments	#StopDaylightRobbery	10X Investments	Bronze
Online Video	M&C Saatchi Abel	10X Investments	Grocery Slash	10X Investments	Bronze
Online Video	TBWA\Hunt\Lascaris Johannesburg	Flight Centre	BabyBot	Student Flights (known as Youth and Adventure)	Bronze
Online Video	VML South Africa & Joe Public	Nedbank	See Money Differently	Nedbank	Bronze
Online Video	Wunderman	Investec	#MoreThanData	Investec Private Bank	Bronze
Online Video Series	King James Group	Santam	What I'd Rather Do		Silver
Online Video Series	Ogilvy	Huggies	Baby Marathon	Huggies	Silver
Organic Search Marketing	NMPi	Clicks	Clicks - Ranking in Position Zero		Gold
Organic Search Marketing	NMPi	Gumtree	Gumtree - Driving Organic Performance		Silver
Organic Search Marketing	Rogerwilco	HomeChoice	Bedding down SEO		Bronze
Paid Search Marketing	MEC	Vodacom	Google Shopping Ads	Telecommunications - Retail Deals	Bronze
Paid Search Marketing	Mediashop & Reprise Media	Debonairs	Debonairs- ROAS Campaign	Debonairs Pizza	Bronze
Paid Search Marketing	Rogerwilco	Chris Willemsse Cycles	Shifting Gears		Bronze
Paid Search Marketing	the media image (tmi)	Woolworths	Woolworths Online Shopping	Consumer Goods	Bronze
Social Paid Advertising	King James Group & Forty Two Digital	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Silver
Social Paid Advertising	VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Bronze
Use of CRM, Loyalty Programs & Gamification	Liquorice	Unilever	Knorr Deliver My Dinner	Knorr Whatsfordinner	Bronze
Use of CRM, Loyalty Programs & Gamification	Ogilvy & MEC & Cerebra	Vodacom	Play Everyday	Play Everyday	Bronze
Use of CRM, Loyalty Programs & Gamification	VML South Africa	Multiply	Active Dayz	Brand	Silver
Use of Programmatic Media	Nettrade Programmatic	Mediclinic South Africa	Mediclinic Baby	Baby Programme	Bronze
Use of Programmatic Media	Sizmek	Telkom	Limitless Ad units		Bronze
Community category					
Online Video Channels	Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Bronze
Social Communities	VML South Africa	Nando's	Nando's social community	Brand	Bronze
Social Media Campaigns	FoxP2	SPCA	#ChooseYourFamily	Adoptions	Silver
Social Media Campaigns	M&C Saatchi Abel	Nando's	Reconciliation Table	Nando's	Bronze
Social Media Campaigns	Net#work BBDO	Mercedes-Benz	50 years of AMG	AMG	Bronze
Social Media Campaigns	Ogilvy	DStv	DStv Emoji Trailers	DStv	Bronze
Social Media Campaigns	Ogilvy	MTV / World Aids Day	#FCK HIV	Get Tested	Silver
Social Media Campaigns	Ogilvy	DStv	Halloween Sleep Over	DStv	Silver
Use of User Generated Content	Hellocomputer & FCB Africa	Toyota	Toyota C-HR #InternetApproved	Toyota C-HR	Silver
Use of User Generated Content	VML South Africa	Standard Bank	#Today	Brand	Bronze
Use of User Generated Content	VML South Africa	Edgars Fashion	Emoji Catwalk	Edgars Summer Range 2016	Silver
Craft category					
Craft - Ad Ops	Farahnaz Thompson	AdOps & AdTech Teams at The Space Station	Ad Operations System Automation	Ad Ops system: Apollo	Craft Bronze
Craft - Client Service	Jessica Brits, Forty Two Digital	Sanlam	Sanlam Client Service		Craft Bronze
Craft - Interface Design	Camilla Clerke, Graham Paterson, Simon Spreckley, at Hellocomputer	Investec Asset Management	Investec Journal 5	Journal 5	Craft Bronze

Craft - Interface Design	Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Craft Silver
Craft - Interface Design	Alistair King, Matt Ross, Alex van Rensburg, Casper Odendaal at King James	Siemens	CalendAR app		Craft Bronze
Craft - Marketing Copywriting	Wade Barnes, Gordon Ray, Joshua De Kock at M&C Saatchi Abel	ZANG Chocolate	K.O. Fatigo!	ZANG Caffeinated Chocolate	Craft Silver
Craft - Marketing Copywriting	The Ogilvy team, Ogilvy	Vodacom	Youth Day	NXT LVL	Craft Bronze
Craft - Marketing Copywriting	The Ogilvy team, Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Craft Silver
Craft - Marketing Copywriting	The Ogilvy team, Ogilvy	Huggies	Baby Marathon	Huggies	Craft Gold
Craft - News or Feature Writing	Henriette Loubser; Jo Van Eeden; Maygene de Wee at 24.com a Division of Media24	Netwerk24	The disappearance of Anchen Muller	Netwerk24	Craft Bronze
Craft - News or Feature Writing	Adriaan Basson and Caryn Dolley at 24.com a Division of Media24	News24	Underworld Unmasked	News24	Craft Bronze
Craft - Online Video Production	"Pepe Marais, Adam Weber, Peter Pohorsky, Left Post Production team, Di Cole, The Plank team, at Joe Public	Chicken Licken	Afronaut	Hotwings®	Craft Bronze
Craft - Online Video Production	Alistair King, Matt Ross, Dan Pinch, Rob Smith, Kim-Lara King, Tin Toy Productions at King James	Sanlam	The man who thinks he's about to die	Sanlam Investments	Craft Silver
Craft - Online Video Production	Gordon Ray, Joshua De Kock, Wade Barnes, Bronwyn Henry and Bewilder TV at M&C Saatchi Abel	ZANG Chocolate	K.O. Fatigo!	ZANG Caffeinated Chocolate	Craft Silver
Craft - Online Video Production	Jason Xenopoulos, James Adey, Christian Horsfall, Leigh Ogilvie, Jacki Havermah, Shannon Gloyne and Left Post Production team at VML South Africa	Nedbank	See Money Differently	Nedbank	Craft Bronze
Craft - Online Video Production	Wunderman	Investec	#MoreThanData	Investec Private Bank	Craft Silver
Craft - Software, Coding & Tech. Innovation	The Ogilvy team, Ogilvy	KFC	Soundbite	The Soundbite Chart	Craft Silver
Craft - Software, Coding & Tech. Innovation	The Ogilvy team, Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Craft Bronze
Craft - Software, Coding & Tech. Innovation	Team Vicinity	Vicinity Media	LEO - the adserver		Craft Bronze
Craft - Software, Coding & Tech. Innovation	Team Vicinity	Vicinity Media	Visitability Reporting		Craft Bronze
Craft - Strategy	Mike Barnwell, FCB Cape Town	Western Cape Government	The PSA That Couldn't Wait	Safely Home	Craft Bronze
Craft - Strategy	Net#work BBDO	SCA	Vagina Varsity	Libresse Panty Liners	Craft Silver
Craft - Strategy	The Ogilvy team, Ogilvy	Huggies	Baby Marathon	Huggies	Craft Silver
Craft - Use of Sound	The Ogilvy team, Ogilvy	KFC	Suppertime Stories	Suppertime Stories	Craft Silver
Craft - UX	Calvin Pedzai, Hellocomputer	Investec Asset Management	Investec Journal 5	Investec Journal 5	Craft Silver
Craft - UX	Dane Bowen, Brigitte Le Roux, Calvin Pedzai at Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Craft Silver
Emerging Digital Technologies and Channels Category					
Bots, Messaging & Dark Social	King James Group	Sanlam	Ukshona Kwelanga	MyChoice Funeral Plans	Gold
Bots, Messaging & Dark Social	Levergy Marketing Agency	SuperSport	SuperSport Football Bot	SuperSport's Football Broadcast	Bronze
Bots, Messaging & Dark Social	Liquorice	Unilever	Knorr Deliver My Dinner	Knorr Whatsfordinner?	Bronze
Customer Experience Design	Accenture	Momentum	Re-imagining Workplace Living Services: Smart Exits	Corporate and Public Sector	Silver
Customer Experience Design	Liquorice	Unilever	Knorr Deliver My Dinner	Knorr Whatsfordinner	Silver

Internet of Things	Ogilvy	Huggies	Baby Marathon	Huggies	Gold
VR & AR	King James Group	Siemens	CalendAR app		Bronze
VR & AR	VML South Africa	The Huffington Post South Africa	Stop The Cycle	Brand	Silver
VR & AR	Net#work BBDO	Mercedes-Benz	#Lookup	C-Class Coupé Cabriolet	Bronze

Platforms Category

Brand, Commercial & Retail Websites	Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Silver
	King James Group	Visa	Visa eLearning Platform	Visa eLearning	Bronze
Microsites	Discover Africa Group	Drive South Africa	South Africa in 360		Bronze
Microsites	Joe Public Pty Ltd	Chicken Licken	Afronaut	Hotwings®	Bronze
Mobile Apps	Accenture	Sasol	@Sasol App	Employee and contractor mobile application	Bronze
Mobile Apps	Arc Interactive	Dis-Chem	Dis-Chem Mobile App	Mobile App Design and Development	Bronze
Mobile Apps	Net#work BBDO	Chabad House	Acts of Random Kindness	ARK	Bronze
Mobile Sites	Wunderman	Qhubeka	Do Your Part	Qhubeka	Silver
Public Service & NPO platforms	Hellocomputer & FCB Africa	South African Tourism	South African Tourism Renovation	South African	Bronze
Public Service & NPO platforms	Net#work BBDO	Chabad House	Acts of Random Kindness	ARK	Bronze
Web Applications	VML South Africa	Multiply	Active Dayz	Brand	Bronze

Publishing Category

Email Publications	Primedia Broadcasting	The Money Show	The Business Wrap		Bronze
Live Event Coverage	24.com a Division of Media24	News24/Netwerk24	News: From moving fast, to streaming live	News24/Netwerk24	Bronze
Mobile Publications	24.com a Division of Media24	News24	News24.com	News24	Bronze
Mobile Publications	Blue Sky Publications	TheSouthAfrican.com	The South African & Marfeel	Marfeel's Enterprise Web Optimization Solution	Bronze
Online News Video	Tiso Blackstar Group	TimesLIVE	I am Lara		Bronze
Online Photography, Illustration & Imagery	24.com a Division of Media24	Channel24	A picture is worth a thousand words	Channel24	Bronze
	Primedia Broadcasting	Eyewitness News	Trial by Fire		Silver
Podcasts & Streaming	Primedia Broadcasting	Primedia Broadcasting	The Power of the Podcast		Bronze
Podcasts & Streaming	Soccer Laduma	Soccer Laduma	Creating South Africa's Biggest Podcast!		Silver
Publisher Apps	24.com a Division of Media24	News24 Edge	News24 Edge	News24 Edge	Silver
Publisher Apps	24.com a Division of Media24	Daily Kick	Daily Kick	Daily Kick	Silver
Publisher Apps	biNu	Goal Zero	Goal Zero #datafree	The Goal Zero #datafree App	Silver
Publisher Sites	24.com a Division of Media24	Netwerk24	South Africa's largest subscription-based portal for news and analysis	Netwerk24	Bronze
Publisher Sites	MobiMedia	SA Breaking News	SA Breaking News	www.sabreakingnews.co.za	Bronze
Social Media Publications	Primedia Broadcasting	Capetalk	20 in 140		Silver
Social Media Publications	VML South Africa	The Huffington Post South Africa	Stop The Cycle		Gold
Special Features	24.com a Division of Media24	News24, AmaBhungane and Daily Maverick	#GuptaLeaks	#GuptaLeaks	Gold
Special Features	24.com a Division of Media24	Netwerk24	A Medical Milestone	Newtwerk24	Silver
Special Features	Primedia Broadcasting	Eyewitness News	Using Data to Fight Corruption		Silver
Special Features	Primedia Broadcasting	Eyewitness News	Trial by Fire		Silver
Specialist Publisher Sites	Burn Media	Ventureburn	Ventureburn.com - A critical independent voice for SA's tech startup sector		Bronze
Specialist Publisher Sites	Fire and Lion Pty Ltd	CORE Economics	The Future of Publishing	The Economy	Silver

Specialist Publisher Sites	Tiso Blackstar Group	BusinessLIVE	BusinessLIVE	BusinessLIVE	Bronze
Specialist Publisher Sites	Tiso Blackstar Group	TshisaLIVE	TshisaLIVE	TshisaLIVE	Bronze

User-Generated Content	Primedia Broadcasting	KFM 94.5	What's Up Western Cape?!	Gold
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Special Honours Category

Sub-category	Winner	Entry Agency	Brand	Campaign Title	Award
Best Digital Student	Sarah Saint & Jessica Hay	Vega School			Black pixel
Best Digital Youngster	Bianca Potgieter	Joe Public Pty Ltd			Black pixel
Brand of the Year	KFC	Ogilvy			Black pixel
Best Marketer	Ben Schoderer, KFC	Ogilvy			Black pixel
Best CTO	No entries				n/a
Best Contribution to Transformation in the Digital Industry	The Fact Foundry	The Fact Foundry			Black pixel
Pixel for Purpose	FCB Cape Town	FCB Cape Town	Western Cape Government	The PSA That Couldn't Wait	Black pixel
Best Publisher	24.com a Division of Media24				Black pixel
Best Digital Agency	Ogilvy				Black pixel
Best Individual Contribution to Digital	No entries				n/a