

# 2020 Bookmark Awards judges are announced

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The IAB SA has announced a panel of industry leaders who will judge the Bookmark Awards in 2020.



The Bookmark Awards seeks to recognise and reward digital excellence and empower all members of the digital media and marketing industry to thrive in the digital economy.

Andrea Quaye, Vice President of Marketing at Anheuser-Busch InBev and jury president of the 2020 Bookmark Awards says, *"I'm thrilled to be joined by such an esteemed and professional Bookmarks Jury in 2020 – a group of extremely talented individuals who bring a diverse point of view to the judging process and who share their expertise to set the benchmark for digital excellence in South Africa. Our job is to define what is considered to be the best work in digital – for its innovation, creativity, impact and effectiveness. To win at The Bookmarks, demonstrates excellence in achieving business results through the power of digital."*

## Eight clear jury panels



The IAB has listened to industry feedback and has divided the judging of work into eight clear jury panels: marketers, builders, publishers, innovation engineers, gamers, performance marketing, special honours and a new 8th panel: social, community and digital influencer marketing.

Matthew Arnold, chief engagement officer at VMLY&R, IAB SA Agency Council Member and IAB SA 2020 Bookmarks Committee lead says "Bookmarks 2020 is about allowing brands to be brave and giving them the platform and tools to illustrate the business impact of their campaigns. The awards consistently strive to offer a host of practical examples of how marketers, agencies and publishers have executed digital campaigns to deliver sustainable impact on their business. We are especially excited about the newly introduced categories, as well as the decision to elect an 8th panel representing specialists in Social, Community and Digital Influencer Marketing."

The inaugural Social, Community and Digital Influencer Marketing Panel is led by Kalliebree Keynerd, Head of Social at

Joe Public Connect; The Marketing Panel is led for the second year by Molefi Thulo, Executive Creative Director Ogilvy South Africa; Publishers by Chris Louw, Head of Content for Hive Digital and IAB SA Publisher Committee Chair; Performance Marketing by Clare Trafankowska, Head of Digital Carat for her second year; Builders by Robyn Campbell, Managing Director at Hello FCB+ Cape Town and IAB SA Agency Council Chair; Innovation Engineers by Dee Chetty, Lead - Accenture Interactive Africa, Special Honours by Charlene Beukes, GM at 24.com and IAB SA Executive Board Member for her second year; and Gaming by Gabriel Ramokotjo, CEO Ekasi Sports.

## Build brands digitally

There is no doubt that digital interventions have the power to transform business, but our industry currently faces the challenge of creating a clear set of criteria for the measurement of success. As we look to the future, it is the responsibility of the IAB, its members and the industry to create the benchmarks for business excellence in the digital economy. The Bookmark Awards presents the opportunity to develop measurement data to develop benchmarks for business excellence, and our current awards platform and data is a strong foundation for this to take place. This is why the Bookmarks have the potential to affect industry change with the IAB SA and CONNECT Benchmarking report that has commenced under the leadership of Melissa van Zyl, Partner at M&C Saatchi Connect and previous IAB SA board member, due for delivery in Q1 2020.

Paula Hulley, CEO of the IAB SA says, “A huge thank you goes out to the industry for their incredible response to the 2020 Bookmarks nomination process, including a wide spectrum of small to big companies, specialists and digital generalists, independents and groups with diversity across company, age, gender, race, capability and expertise. It is this strong, highly-skilled, diverse panel of judges that represent the evolution of the digital industry. We feel privileged to hear their unique insights on this year’s work, as the 2020 Bookmarks sets the benchmark for digital excellence in our country.”

## Full list of judges

| BOOKMARKS 2020 SOCIAL, COMMUNITY and DIGITAL INFLUENCER MARKETING PANEL |                                      |                          |
|-------------------------------------------------------------------------|--------------------------------------|--------------------------|
| Kalliebree Keynerd                                                      | Head of Social                       | Joe Public Connect       |
| Melissa Attree                                                          | Creative Director                    | Ogilvy                   |
| Loyiso Twala                                                            | Creative Director                    | FCB                      |
| Stephane Rogovsky                                                       | CEO                                  | R-Squared Digital        |
| Paballo Rampa                                                           | Senior Specialist: Content Marketing | Vodacom                  |
| Sarah Browning-De Villiers                                              | Chief Content Officer                | Publicis Machine         |
| MJ Khan                                                                 | Group Digital Platforms Manager      | Sasol                    |
| Christine Wienekus                                                      | HOD: Social & Content                | HelloComputer            |
| Michal Turner                                                           | Content and social strategist        | OneDayOnly               |
| Lloyd Wybrow                                                            | Head Of Social Media                 | Digitas Liquorice        |
| Aviv Weil                                                               | Head of Creative Shop Africa         | Facebook                 |
| Sizakele Nene                                                           | Brand Strategist and Content Lead    | ARC Interactive          |
| Atiyya Karodia                                                          | Lead Strategist                      | VMLY&R                   |
| Theodora Lee                                                            | Social Media Creative                | King James Group         |
| Minnie Munyambu                                                         | Social Media Manager                 | Soulproviders Collective |

**The Social, Community and Digital Influencer Marketing Panel judges the following**

## categories:

Social Communities

Use of User Generated Content

Social Media Campaigns

Influencer Marketing

Branded Content

Craft - Excellence in Social Media Community Management

Social Media Innovation

Bots, Messaging and Dark Social

Online Video Channels

| BOOKMARKS 2020 MARKETING PANEL |                                                                              |                   |
|--------------------------------|------------------------------------------------------------------------------|-------------------|
| <b>Molefi Thulo</b>            | <b>Executive Creative Director</b>                                           | <b>Ogilvy</b>     |
| Jacquie Mullaney               | Executive Creative Director                                                  | VMLY&R            |
| Gareth McPherson               | MD & Chief Creative Officer                                                  | Publicis Machine  |
| Thabisa Mkhwanazi              | DStv Marketing Director (ex-KFC head of marketing)                           | DStv              |
| Emma Drummond                  | Creative Group Head                                                          | King James        |
| Kabelo Moshapelo               | ECD                                                                          | TBWA              |
| Camilla Clerke                 | ECD                                                                          | HelloFCB+         |
| Velokuhle Ngubane              | Group MD Avatar Agency                                                       | Avatar Agency     |
| Lucia Maseko                   | Head of Integrated Brand                                                     | Nike              |
| Suzanne Mybergh                | Head of Digital Media and Marketing                                          | FNB               |
| Charnell Young                 | Creative Director                                                            | BRANDTRUTH//DGTL  |
| Joanna Mondon                  | Group Digital Marketing Manager                                              | Hollard           |
| Mbali Ndandani                 | Africa Digital Manager                                                       | Unilever          |
| Brian Carter                   | Executive Creative Director                                                  | Digitas Liquorice |
| Nick Duminy                    | Marketing Manager: Carling Black Label, Africa Zone, at Anheuser-Busch InBev | AB Inbev          |

## The Marketing Panel judges the following categories:

Native Advertising

Innovative use of Media

Email, direct & inbound marketing

Second screen campaign

Digital Integrated Campaign

Mobile Campaign

Integrated Mixed Media

Craft: Excellence in Marketing Copywriting

Craft - Excellence in Strategy  
 Craft - Excellence in Use of Sound  
 Digital Campaign strategy  
 Integrated Mixed media campaign  
 Craft Excellence in Research  
 Craft Excellence in online video production  
 Online Video  
 Campaign Microsites  
 Podcasts and Audio Streaming

| BOOKMARKS 2020 PERFORMANCE MARKETING PANEL |                                          |                              |
|--------------------------------------------|------------------------------------------|------------------------------|
| <b>Clare Trafankowska</b>                  | <b>Head of Digital Carat</b>             | <b>Carat</b>                 |
| Christophe Chantraine                      | Managing Director Social.Lab             | Ogilvy                       |
| Michael Walker                             | Head of performance marketing            | Gumtree                      |
| Mpumelelo Madonsela                        | Lead Media Strategist                    | VMLY&R                       |
| Sagren Pather                              | Head analytics media and personalization | Standard Bank                |
| Lindy Rudman                               | Portfolio Manager: Digital Media         | Vodacom                      |
| Matt Wilke                                 | Head of Programmatic                     | Media24                      |
| Ariel Sumerik                              | Managing Director                        | Conversion Science           |
| Pilira Mwambala                            | Digital Marketing Specialist             | Digital Marketing Freelancer |
| Jonathan Lawoyin                           | Head of Performance Marketing at Showmax | Showmax                      |
| Lauren Chavez                              | Executive Earned Media Director          | King James                   |
| Lorraine Landon                            | Head of Agencies SA                      | Google                       |
| Cherise Rodgers                            | Head of FAST Mindshare                   | FAST, Mindshare              |
| Audrey Naidoo                              | Head Digital Marketing                   | ABSA                         |
| Luke Jedeiken                              | Co-CEO / CMO                             | Superbalist                  |

## The Performance Marketing Panel judges the following categories:

Paid Search Marketing  
 Organic Search Marketing  
 Display Advertising  
 Social Paid Advertising  
 Data-driven Campaign  
 Channel Innovation  
 Craft: Digital Media  
 Use of Programmatic Media  
 Online Video Series

| BOOKMARKS 2020 BUILDERS PANEL |                          |                  |
|-------------------------------|--------------------------|------------------|
| <b>Robyn Campbell</b>         | <b>Managing Director</b> | <b>HelloFCB+</b> |
| Germari Steenkamp             | Head of User Experience  | VMLY&R           |
| Walter Madzonga               | Head of Digital          | Phillip Morris   |

|                            |                                  |                      |
|----------------------------|----------------------------------|----------------------|
| Ally Behr                  | Creative Director                | MakeReign            |
| Agisanang Masakela         | Senior Manager Content Discovery | Multichoice          |
| Gareth Forbes              | Head of Data                     | ARC Worldwide        |
| Riaan Wolmerans            | Managing Editor Digital          | TISO Black Star      |
| Jessica van der Westhuyzen | Digital Marketing Manager        | OneDayOnly           |
| Nkanyezi Masango           | Creative Director                | King James Cape Town |
| Thibedi Meso               | ECD                              | House of Brave       |
| Matt Barnes                | Chief Creative Officer           | Ogilvy               |
| Sturrae Hickley            | Platforms & Media Consultant     | NMPI Digital         |
| Gregory King               | Integrated Creative Director     | Promise              |

## The Builders Panel judges the following categories:

E-Commerce Sites

Public Service and NPO platforms

Mobile Apps

Mobile Sites

Online Video Series

Content Strategy

Craft: Excellence in Interface Design

Craft - Excellence in UX

Platform Innovation

Craft: Interactive design

Customer Experience Design

Employee Experience Platform

Brand System or Brandfile platform

Online Video Series

| BOOKMARKS 2020 PUBLISHER PANEL |                                                                      |                                                          |
|--------------------------------|----------------------------------------------------------------------|----------------------------------------------------------|
| Chris Louw                     | Head of Content                                                      | Hive Digital                                             |
| Landi Groenewald               | Product Owner of Eyewitness News and Product Growth Strategist, PMB. | Primedia Broadcasting                                    |
| Razia Van Der Schuur           | Director                                                             | Change news digital                                      |
| Leigh Kinross                  | Managing Director                                                    | ASSOCIATED MEDIA PUBLISHING                              |
| Leigh Andrews                  | Editor-in-Chief, Marketing & Media                                   | Bizcommunity.com                                         |
| Marc Hershowitz                | Head- digital                                                        | Cars.co.za                                               |
| Natalie Pool                   | Head of Social & Content                                             | VMLY&R                                                   |
| Siyabonga Africa               | SAMIP Program Officer                                                | South Africa Innovation Media Programme (SAMIP AND MDIF) |
| Lebogang Boshomane             | Editor Sowetan Live, TISO                                            | SOWETAN LIVE TISO                                        |

|               |                      |                |
|---------------|----------------------|----------------|
| Musa Kalenga  | Chief Future Officer | House of Brave |
| Riana Howa    | Head of News IOL     | IOL            |
| Basil Fortuin | Digital Publisher    | 24.com         |

## The Publisher Panel judges the following categories:

Publisher sites (mass appeal)  
 Publisher Specialist sites or features  
 Mobile Content  
 Electronic Newsletters  
 Social Media News Coverage  
 User-Generated Content  
 Data Stories  
 Online news videos  
 Live event coverage  
 Podcast and Audio Streaming  
 News Innovation  
 Craft: Excellence in News or Feature Writing

| BOOKMARKS 2020 INNOVATIVE ENGINEERS PANEL |                                            |                                                    |
|-------------------------------------------|--------------------------------------------|----------------------------------------------------|
| <b>Dee Chetty</b>                         | <b>Lead - Accenture Interactive Africa</b> | <b>Accenture Interactive</b>                       |
| Brendan Arries                            | Creative Technologist                      | HelloFCB+                                          |
| Johann Schwella                           | Creative Director                          | TBWA\South Africa                                  |
| Lauren Foster                             | Managing Director                          | TMI Collective                                     |
| Johan Walters                             | Lead Tech Solutions Consultant             | DQ&A                                               |
| Hazel Scrimgeour                          | Senior Service and Interaction Designer    | Fjord (Accenture)                                  |
| Melissa Carney                            | Head of Digital                            | Ogilvy                                             |
| Natasha Matos-Hemingway                   | Showmax Chief Marketing Officer            | Multichoice Connected Video - Showmax and DStv Now |
| Candice Goodman                           | Managing Director                          | Mobitainment                                       |

## The Innovative Engineer Panel judges the following categories:

Web Applications  
 Digital Installations and Activations  
 Use of CRM, Loyalty Programs & Gamification  
 VR & AR  
 Internet of Things  
 Artificial Intelligence -  
 Craft - Software, Coding & Tech. Innovation

| BOOKMARKS 2020 GAMERS PANEL |            |                      |
|-----------------------------|------------|----------------------|
| <b>Gabriel Ramokotio</b>    | <b>CEO</b> | <b>Ekasi Esports</b> |

|                   |                                    |                    |
|-------------------|------------------------------------|--------------------|
| Tramayne Monaghan | Chief Innovation Officer           | Tencent Africa     |
| Luke Goller       | Managing Partner                   | Arc Interactive    |
| Kyra Antrobus     | Creative Director                  | King James Digital |
| Chantelle Herbst  | Head Of Twitter Sponsorships       | Ad Dynamo          |
| Leila Byrne       | Business Unit Head: Beiersdorf     | Carat              |
| Verushen Reddy    | Director - Strategy and Innovation | Promise            |

## The Gamers Panel judges the following categories:

Games

| BOOKMARKS 2020 SPECIAL HONOURS PANEL |                                                  |                             |
|--------------------------------------|--------------------------------------------------|-----------------------------|
| <b>Charlene Buekes</b>               | <b>GM</b>                                        | <b>24.com</b>               |
| Julia Raphaely                       | CEO                                              | ASSOCIATED MEDIA PUBLISHING |
| Artwell Nwaila                       | Head of Creative Agencies                        | Google                      |
| Ahmed Tilly                          | CCO                                              | FCB                         |
| Alistair Mokoena                     | CEO                                              | Ogilvy SA                   |
| Mpume Ngobese                        | Managing Director                                | Joe Public Connect          |
| Pete Case                            | Entrepreneur                                     | Independent                 |
| Nomacala Martha (Gapare) Mpeta       | Head of Learning                                 | Digify Africa               |
| Karin du Chenne                      | Chief Growth Officer                             | Kantar                      |
| Simon Hartley                        | CEO                                              | Wumdrop                     |
| Karabo Songo                         | CEO                                              | House of Brave              |
| Khensani Nobanda                     | Group Executive: Marketing and Corporate Affairs | Nedbank                     |
| Julie-Anne Walsh                     | Chief Marketing Officer                          | Take-a-lot                  |
| Moe Kekane                           | Creative Group Head                              | King James Group            |
| Claire Cobbledick                    | General Manager                                  | Gumtree                     |
| Enver Groenewald                     | Marketing Director                               | Unilever                    |

## The Special Honours Panel judges the following categories:

Best Digital Student

Best Digital Youngster

Best Marketer

Best CTO

Best Online Journalist

Best Direct Brand or Online Business

Best Contribution to Transformation in the Digital Industry

Pixel for Purpose

Best Individual Contribution to Digital  
Brand of the Year  
Best Publisher  
Best Digital Agency

The IAB SA is proud of its multi-faceted panel of judges and is excited to see the result of their work in the coming months - specifically with regards to business impact and creativity.

## For more information on the Bookmark Awards, click [here](#).

The 12th Annual Bookmark Awards, Powered By DSTV Media Sales, are on Thursday the 19th of March 2020 at The Galleria in Sandton, Johannesburg, following the IAB SA and MASA endorsed Nedbank IMC conference, where the BMA 2020 Jury President, Andrea Quaye, is speaking to **Evolution at work: Marketing's new capabilities**. Book your 2020 Bookmark Award tickets here: <https://www.howler.co.za/events/iab-bookmark-awards-2020-5a7d>. Award Entries are open until 20 November 2019: Enter your work here: <https://thebookmarks.co.za>. IAB SA Member discounts apply. For sponsorship opportunities email IAB CEO Paula Hulley: [Paula@iabsa.net](mailto:Paula@iabsa.net)

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