

All the 2021 IAB Bookmark Awards winners!

The 13th annual [IAB Bookmark Awards](#) took place today in a prestigious virtual celebration. Hosted by the multi skilled [Selae Thobakgake](#) and [Merica Monamodi](#); the most thrilling and innovative digital marketing campaigns of the past year were announced.



The theme this year was 13 years of Moving the Industry Forward, with the focus being the recognition of powerful, memorable and impactful marketing strategies through campaigns that inspire, educate and build their respective brands. By encouraging future leaders and creatives to continue applying their skills and talent to future campaigns, awards like the Bookmarks ensure progressive industry growth through benchmarking.

Winners at the 2021 Bookmark Awards were announced in the following categories:

CAMPAIGN CATEGORY				
DIGITAL STRATEGY				
Award	Company	Brand	Product	Title
Bronze	FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted	Dunlop Tyres SA
Bronze	Retroviral and Panther Punch	Kreepy Krauly	My Kreepy Teacher	Kreepy Krauly
Silver	Mediacom	Distell	Savanna Virtual Comedy Bar 2.0	Savanna Cider
Silver	Promise	Ab InBev	Easter Egg Creds	Castle Lite
DIGITAL INTEGRATED CAMPAIGN				
Bronze	TBWA\Hunt Lascaris Johannesburg	MTN Group Brand and Marketing Communications	Wear it for me	MTN Group
Silver	King James Group	Sanlam	The Olympian	Sanlam
MOBILE CAMPAIGN				
Silver	Hellosquare	Tiger Brands	Celebrate Everything	Tinkies
BEST USE OF DATA				
Silver	HelloFCB+	Netflorist	Bouquets for Bros	Flowers
Gold	Promise	Ab InBev	Cold Tracker	Castle Lite
INTEGRATED MIXED MEDIA CAMPAIGN				
Bronze	The Riverbed Agency	Aware.org	Passengers	Alcohol responsibility and education
Bronze	TBWA\Hunt Lascaris Johannesburg	1000 Women Trust	Make Time	Cover up Krissy Doll
Bronze	TBWA\Hunt Lascaris Johannesburg \ Grid Worldwide	MTN Group Brand and Marketing Communications	Wear it for me	MTN Group
Silver	Mark1, Duke, Positive Dialogue	Jive	Dala Your Colour	Cool drinks
Gold	King James Group	Sanlam	The Olympian	Sanlam
BREAK THROUGH ON A BUDGET				
Bronze	Joe Public United	Chicken Licken	Kentucky	Easybucks®
Bronze	TBWA Hunt Lascaris South Africa	Datsun South Africa	Children	Datsun Go
Silver	Ogilvy South Africa	Rape Crisis Cape Town Trust	Rape Page	Rape Crisis

Silver	Retroviral and Panther Punch	KreepyKrauly	My Kreepy Teacher	Kreepy Krauly
BRANDED CONTENT				
Bronze	Joe Public United	Chicken Licken	The Hungry Poet	Chicken Licken
Bronze	Ogilvy South Africa	Volkswagen South Africa	The Sabbatical	Touareg
Bronze	Ogilvy South Africa	Volkswagen South Africa	The Drive to Defy Campaign	T-ROC
Bronze	Joe Public United	Chicken Licken	Kentucky	Easybucks®
Silver	Retroviral and Panther Punch	KreepyKrauly	My Kreepy Teacher	Kreepy Krauly
CHANNEL CATEGORY				
ORGANIC SEARCH MARKETING				
Bronze	Incubeta	Hyundai Automotive South Africa	Driving Organic Success for Hyundai	Vehicles
ONLINE VIDEO SERIES				
Bronze	VMLY&R South Africa	Hollard	Starts with Hello	Insurance
Bronze	Ogilvy South Africa	KFC	Whenever, Wherever	KFC Nuggets
Bronze	King James Group	Wesgro	Dreaming of One Day	Western Cape Tourism
Bronze	Ogilvy South Africa	Ab InBev	Champion Challenge	Carling Black Label
Bronze	10th Street & VSA	ESPN Africa	Get in the Game with Bob O'Connor - Football, Get in the Game - NFL Super Bowl	Broadcaster
Bronze	TBWA \Hunt Lascaris Johannesburg	Datsun South Africa	Exciting	Datsun Go
Silver	Ogilvy South Africa	Volkswagen South Africa	The Drive to Defy Campaign	T-ROC
Silver	HelloFCB+	City of Cape Town	My Covid-19 Diary	Covid-19
SOCIAL PAID ADVERTISING				
Silver	Incubeta	Hyundai Automotive South Africa	The Hyundai Micro-moment, Always on Strategy.	Vehicles
Silver	Promise	Ab InBev	Easter Egg Creds	Castle Lite
INNOVATIVE USE OF MEDIA				
Silver	King James Group	Wesgro	Dreaming of One Day	Western Cape Tourism
Silver	Ogilvy South Africa	Rape Crisis Cape Town Trust	Rape Page	Rape Crisis
Silver	Promise	Ab InBev	Easter Egg Creds	Castle Lite
Silver	Promise	Ab InBev	Cold Tracker	Castle Lite
Silver	FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted	Dunlop Tyres SA
DIGITAL INSTALLATIONS & ACTIVATIONS				
Bronze	Ogilvy South Africa	KFC	KFC Buckarapa	KFC
ONLINE VIDEO				
Bronze	Retroviral and Panther Punch	KreepyKrauly	My Kreepy Teacher	Kreepy Krauly
USE OF CRM, LOYALTY PROGRAMMES & GAMIFICATION				
Bronze	Digitas Liquorice	Unilever	Hygienica	Bright Future
Gold	Clockwork	Microsoft	Xbox Hall of Fame	Xbox
CHANNEL INNOVATION				
Gold	Joe Public United	South African National Blood Service (SANBS)	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)
CAMPAIGN / MICROSITES				
Silver	Joe Public United	Chicken Licken	Everyone Is Talking About it	Easybucks®
PODCASTS A& AUDIO STREAMING				
Silver	Joe Public United	South African National Blood Service (SANBS)	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)
INTERACTIVE MIXED MEDIA				
Gold	Promise	Ab InBev	Cold Tracker	Castle Lite
COMMUNITY CATEGORY				
SOCIAL COMMUNITIES				
Bronze	Promise	Ab InBev	The \$3 000 000 call	Castle Lite
Silver	King James Group	TymeBank	TymeBank Social Communities	TymeBank
Silver	VMLY&R South Africa	Nandos	Community Management	Mobile App
SOCIAL MEDIA CAMPAIGNS				
Bronze	King James Group	Wesgro	Dreaming of One Day	Western Cape Tourism
Bronze	HelloFCB+	Netflorist	Bouquets for Bros	Flowers
Silver	Ogilvy South Africa	KFC	KFC Instagame	KFC Nuggets
Silver	King James Group	Sanlam	The Olympian	Sanlam

Silver	The Riverbed Agency	Aware.org	Passengers	Alcohol responsibility and education
Silver	Retroviral and Panther Punch	KreepyKrauly	My Kreepy Teacher	Kreepy Krauly
INFLUENCER MARKETING				
Bronze	King James Group	Johnson and Johnson	inSync with the Stayfree® Sistahood	Stayfree® menstrual care
Silver	HelloFCB+	City of Cape Town	My Covid-19 Diary	Covid-19
SOCIAL MEDIA INNOVATION				
Bronze	Ogilvy South Africa	KFC	KFC Instagame	KFC Nuggets
Bronze	King James Group	Wesgro	Dreaming of One Day	Western Cape Tourism
CRAFT CATEGORY				
EXCELLENCE IN MARKETING COPYWRITING				
Craft Bronze	Joe Public United	Chicken Licken	The Hungry Poet	Brand
Craft Bronze	Joe Public United	Chicken Licken	Soulful Nation	Brand
Craft Silver	VMLY&R South Africa	Nandos	Community Management	Mobile App
EXCELLENCE IN NEWS OR FEATURE WRITING				
Craft Gold	24.com	News24	Tammy Petersen: Body of work reporting on Exodus: Uncovering a cult in KwaZulu-Natal	News24
EXCELLENCE IN INTERFACE DESIGN				
Craft Silver	MakeReign	Parsons Branding	Parsons Branding Website	Brand Strategy & Design Studio
Craft Silver	INJOZI	Chicken Licken	Feed Their Craving	Chicken Licken Hotwings®
EXCELLENCE IN SOFTWARE, CODING & TECHNICAL INNOVATION				
Craft Gold	Promise	Ab InBev	Cold Tracker	Castle Lite
EXCELLENCE IN STRATEGY				
Craft Bronze	Ogilvy South Africa	Ab InBev	#NoExcuse The Bravest Thing	Carling Black Label
Craft Bronze	Ogilvy South Africa	Volkswagen South Africa	The Sabbatical	Touareg
Craft Silver	FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted	Dunlop Tyres SA
EXCELLENCE IN UX				
Craft Bronze	MakeReign	Parsons Branding	Parsons Branding Website	Brand Strategy & Design Studio
Craft Silver	MakeReign	Shelflife	The new shelflife.co.za	Streetwear Retailer
Craft Silver	INJOZI	Chicken Licken	Feed Their Craving	Chicken Licken Hotwings®
EXCELLENCE IN ONLINE VIDEO PRODUCTION				
Craft Bronze	Ogilvy South Africa	Volkswagen South Africa	The Drive to Defy Campaign - Mandisa	T-ROC
Craft Bronze	Ogilvy South Africa	Volkswagen South Africa	The Drive to Defy Campaign - Kitty	T-ROC
Craft Silver	HelloFCB+	City of Cape Town	How are you?	Mental Health
Craft Silver	Joe Public United	Chicken Licken	Everyone Is Talking About it	Easybucks®
Craft Gold	King James Group	Sanlam	The Olympian	Sanlam
EXCELLENCE IN SOCIAL MEDIA COMMUNITY MANAGEMENT				
Craft Silver	VMLY&R South Africa	Nandos	Community Management	Mobile App
EXCELLENCE IN DIGITAL MEDIA				
Craft Gold	HelloFCB+	Netflorist	Bouquets for Bros	Flowers
EXCELLENCE IN USE OF SOUND				

Craft Silver	Joe Public United	South African National Blood Service (SANBS)	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)
EXCELLENCE IN DIGITAL CONTENT MARKETING				
Craft Bronze	Digitas Liquorice	Nedbank	Bigger Picture Business Banking	Business Banking
EMERGING TECHNOLOGIES & CHANNELS CATEGORY				
VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR)				
Gold	Joe Public United	People Opposing Women Abuse (POWA)	The Abused News	Brand
INTERNET OF THINGS				
Gold	Promise	Ab InBev	Cold Tracker	Castle Lite
SECOND SCREEN CAMPAIGN				
Bronze	Levergy	Nedbank	Nedbank Cup Fanmode	Nedbank Cup Fanmode
PLATFORMS CATEGORY				
BRAND, COMMERCIAL & RETAIL WEBSITES				
Bronze	So Interactive	HOMi	HOMi Website	Home Rental Management Solution
Silver	MakeReign	Parsons Branding	Parsons Branding Website	Branding Design Studio
E-COMMERCE SITES				
Silver	MakeReign	Shelflife	The new shelflife.co.za	Streetwear Store
MOBILE APPS				
Bronze	Naked	Naked	Naked Insurance	Naked Insurance
Silver	So Interactive	HOMi	HOMi App	Home Rental Management Solution
MOBILE SITES				
Bronze	Guerilla	DStv	AmaMeme - Mzansi's Freshest Memes by DStv	AmaMeme
GAMES				
Bronze	Ogilvy South Africa	KFC	KFC Instagame	KFC Nuggets
PLATFORM INNOVATION				
Bronze	Ogilvy South Africa	KFC	KFC Buckarapa	KFC
Bronze	Levergy	Nedbank	Nedbank Cup Fanmode	Nedbank Cup Fanmode
Bronze	INJOZI & Joe Public United	Chicken Licken	Feed Their Craving	Chicken Licken Hotwings®
Silver	Ogilvy South Africa	KFC	KFC Instagame	KFC Nuggets
Gold	Promise	Ab InBev	Cold Tracker	Castle Lite
BRAND SYSTEM OR BRAND FILE PLATFORM				
Bronze	Bluegrass Digital	Union Swiss	B2B Mobile App Brand Community Platform	Bio-Oil
CUSTOMER EXPERIENCE DESIGN				
Bronze	Shoprite Checkers	Checkers Sixty60	Checkers Sixty60 - 60 minute grocery delivery app	Checkers Sixty60
Bronze	So Interactive	HOMi	HOMi App	Home Rental Management Solution
Silver	Promise	Ab InBev	Cold Tracker	Castle Lite
PUBLISHING CATEGORY				
PUBLISHER SITES				
Bronze	24.com	News24	News24	News24
SPECIALIST PUBLISHER SITES				
Silver	24.com	News24	Exodus Uncovering a cult in KwaZulu-Natal	Exodus: A News24 specialist website
MOBILE CONTENT				
Bronze	24.com	News24	News24 Mobile	News24
Bronze	24.com	News24	Killing Kinnear	News24 investigation
Silver	24.com	News24	News24: Covid-19 Dashboard	News24: Covid-19 Dashboard
ONLINE NEWS VIDEO				
Silver	24.com	News24	DOCUMENTARY Exodus: Uncovering a cult in KwaZulu-Natal	News24 documentary
PODCASTS & AUDIO STREAMING				
Bronze	Arena Holdings	TimesLIVE	Boots on the Ground	Boots on the Ground podcast series
Silver	24.com	News24	Missing Matthew	News24 podcast
NEWS INNOVATION				

Bronze	24.com	News24	News24: The voice behind the news	News24 for subscribers
Bronze	24.com	News24	Killing Kinnear	News24 investigation
YOUTH ACTION CATEGORY				
BEST DIGITAL STUDENT/S				
Black Pixel	Mohapi Polo & Olebogeng Radise	VEGA		
SPECIAL HONOURS CATEGORY				
BEST DIGITAL YOUNGSTER				
Black Pixel	Chamé Munien	Joe Public United		
BEST ONLINE JOURNALIST				
Black Pixel	Exodus Team, News 24	24.com		
PIXEL FOR PURPOSE				
Black Pixel	Ogilvy South Africa	Ab InBev	#NoExcuse The Bravest Thing	Carling Black Label
BEST CONTRIBUTION TO TRANSFORMATION IN THE DIGITAL INDUSTRY				
Black Pixel	Luzuko Tena	Ogilvy South Africa		
DIGITAL BRAND OF THE YEAR				
Black Pixel	Ab InBev			
ONLINE PUBLISHER OF THE YEAR				
Black Pixel	24.com			
DIGITAL AGENCY OF THE YEAR				
Black Pixel	Promise			

In an industry that relies heavily on its strong creative leads, the IAB Bookmark Awards also rallied 13 industry experts from various marketing disciplines who were given a platform to share their professional insights on what the future of digital marketing looks like. This springboards the industry and its key players into a pertinent conversation that will be had long after the awards ceremony.

IAB CEO Paula Hulley said “Thank you to our industry leaders and future leaders for shining a light on the meaningful opportunity that digital creates to move our industry forward. The work and the teams that win at the Bookmark Awards sets the benchmark for digital excellence and we celebrate with all our 2021 finalists and 2021 winners who demonstrate the power of digital to achieve business objectives and beyond”.

IAB Front Row winners

This year’s winners in the IAB’s Front Row initiative were also announced at The Bookmarks. Designed to give budding black digital media and marketing students much needed access to an array of industry resources and insiders, the programme plays a crucial role in the IAB SA's commitment to galvanising transformation in the industry.

Prizes include a four-month paid internship with the IAB South Africa as well as significant contributions from awards partners, The Red & Yellow Creative School of Business, Vodamedia and DMAT.

View the 2021 Front Row Winners [here](#).

The 13th Annual Bookmark Awards were powered by DStv Media Sales and brought to you by Accenture Interactive, 24.com, Everlytic, Google, Joe Public, Tractor Outdoor, ABSA, iProspect, Bizcommunity, Mediamark, Vodamedia, The Red & Yellow Creative School of Business, and Digital Marketing Aptitude Test (DMAT).

“Double digit growth in digital media over the past few years demonstrates that digital is important in the overall media ecosystem. Digital is no longer new media .. it’s just an important player in the media ecosystem. As consumers consume more content online - this phenomenon will just experience more growth in those spaces. Particularly from a Connected TV perspective, as it affords us a bigger voice in the digital space and we look forward to partnering with brands on this digital first journey” Fahmeeda Cassim-Surtee, CEO DStv Media Sales

Congratulations to all the winners and special thank you to our round table panellist, award partners and our media partners for the continuous support.

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