

# The Bookmarks Awards shortlist announced

The shortlist for the Bookmarks Awards have been announced. All the winners will be announced at the awards ceremony on 14 November at the Artscape Theatre in Cape Town.

Speaking at the shortlist announcement event, Bookmarks chair, Nikki Cockroft, commented that the Bookmarks is no longer trying to reach benchmarks, it is setting the benchmarks. The awards, which recognise cutting-edge innovation among South Africa's digital advertising marketers and media, this year boasts a healthy 600 entries.

Jury President John Dixon explained how [56 specialist judges](#) have been brought in to judge specific categories.

This year the Bookmarks will be notable for a surge in mobile, online video and social media related submissions as well as a wider net of entrants than previously, when mainly digital agencies and digital media participated. Many more "traditional" agencies as well as in-house corporate digital departments are now competing for awards.

Finalists were noticeably absent in the blogger award category, The Best Ad Network, Best Media Planner and Best Copywriter, so these categories are wide open for next year.

In the running for the Core Awards for large enterprise websites, microsites or mobisites are Liquorice for Robertsons, [Quirk](#) for the Woolworths website, [iProspect South Africa](#) for miway.co.za, [World Wide Creative](#) for Hyundai SA, [Creative Spark Interactive](#) for The Three Cities Hotel Group and Ogilvy&Mather Cape Town for Carling Black Label's Digital Redesign.

Hotly contested are most likely to be the Special Honours category for Best Agency namely [Native](#), [Retroviral Digital Communications](#), [Hellocomputer](#), [Liquorice](#), [Quirk](#) and [World Wide Creative](#)!

In the running for best digital publisher is Eye Witness News, [Daily Maverick](#), Burn Media and Mail&Guardian.

Shortlisted for the Best Individual Contribution to SA Digital Media and Marketing award are Fred Roed (World Wide Creative), Jarred Cinman (Native), Yoav Tchelet of JWT and Bizcommunity.com's co-founder Andre Rademan.



John Dixon, Bookmarks Jury President, Nikki Cockroft, Bookmarks Chair and radio personality Bailey Schneider, event compère for the evening.

Shortlisted	Nominations
NATIVE	30
Hellocomputer	29
Ogilvy & Mather Cape Town	21
Quirk	17
World Wide Creative	13
Liquorice	12
Gloo	10
Burn Media	8
DStv	8
BNRY & Jupiter Drawing Room JHB	6
Daily Maverick	6
iKineo	6
Isobar	6
140 BBDO	5
Aqua / Wunderman South Africa	5
EYE WITNESS NEWS	5

Synergize Digital	5
Gorilla Creative Media	4
iLogic Agency	4
Ireland/Davenport	4
AAA	3
BNRY	3
Lynne Mackenzie & Partners	3
M&C Saatchi Abel	3
Mail & Guardian	3
OgilvyOne	3
Retroviral Digital Communications	3
Saatchi & Saatchi	3
The Jupiter Drawing Room (South Africa) Johannesburg	3
2Stroke Interactive	2
Autotrader	2
Clicks2Customers	2
DDB South Africa	2
Gloo & Joe Public	2
MACHINE	2
Maven Agency	2
Primedia Broadcasting	2
Red & Yellow School	2
SARIE	2
spreco.co.za	2
SuperSport	2
TBWA\Tequila\Johannesburg	2
The Jupiter Drawing Room (South Africa) Cape Town	2
The Media Image	2
WFD	2
1886	1
3fifteen	1
Acceleration Media	1
Admo	1
Apurimac Media	1
AVATAR	1
Big Brother Africa	1
Bizcommunity	1
BrandsEye	1
Bronwen Forster	1
Cerebra	1
ClickMaven CC	1
Clockwork Media	1
Coronation Asset Management	1
Demographica	1
Dollop	1
dotJWT	1
Exclusives	1
Hero	1
How we made it in Africa	1
Huisgenoot	1
iProspect South Africa -miway.co.za	1
Joe Public	1
JWT	1
kalahari.com	1
King James Group	1
Lighthouse Digital	1
Made	1
mobi.supersport.com	1
Old Mutual Foundation	1

Popimedia Innovations	1
Prezence Digital	1
Realm Digital	1
Redd's Africa	1
Society / Atmosphere / King James Group	1
Society / King James Group	1
Stork (Unilever)	1
wigroup	1
Wild Talk Africa	1
Woolworths Online	1
World's First LIVE Tweeting Badger	1
www.planetf1.com	1
Yonder Media	1

Click here for the [detailed shortlist](#).

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