

# IAB announces finalists for Bookmark Awards 2017

The IAB SA has announced the Bookmark Awards finalists for 2017. Following several weeks of judging, the panel has narrowed down a record number of entries into a shortlist of official finalists (full list below), each demonstrating talent and digital innovation in their respective categories.



Josephine Buys, CEO of IAB SA says, “We are thrilled with the response to the IAB Bookmark Awards this year. Each entry tells a unique story of how digital can be used to achieve relevant, lasting results in multiple sectors.”

The IAB Bookmark Awards honours individuals, agencies, publishers and brands that have produced creative and innovative work that delivers tangible results. Jury President John Dixon, CEO of Saatchi & Saatchi BrandsRock, leads the multi-talented 2017 jury panel that will select the ultimate winners in each category.

The diverse teams of judges represent agencies, publishers, private companies and niche businesses, which complement the refreshed list of entry categories. These include emerging technologies such as programmatic media, virtual reality, as well as the new Pixel for Purpose award, which recognises significant, positive social impact.

Says Buys, “A greater breadth of judging categories has been introduced in 2017. This list reflects the shifting disciplines and technologies within the digital industry. We look forward to recognising the pioneering work in these fields.”

Now in its ninth year, the Bookmarks promise to be the biggest industry celebration yet.

The winners of the IAB Bookmark Awards 2017 will be revealed at the Bookmark Awards ceremony on 16 March 2017 from 7pm at The Galleria in Sandton.

Tickets for the event can be purchased at [IABDigitalSummit.co.za](http://IABDigitalSummit.co.za).

## Summary finalists table

Entry Agency	Count
140 BBDO	4
23Red & Jolly Good Digital	1
24.com a Division of Media24	22
25AM	3
4i	2
Absa	4
Aqua	3
Aqua Online	1
Base Two	1
Between 10and5	1
Bizcommunity.com	2
Bladeworks Post Production	1
Bluegrass Digital	1
BPM	1
BrandsEye	1
Bum Media	1
CANSA	1
Casimir TV	2
Cerebra	6
Clicks2Customers	1
Clockwork Media	2
COLONYHQ	1
Conversation LAB and The Hardy Boys	5
Creative Spark & Deep VR	1
DDB South Africa	2
DigitLab	1
ECHO	1
eNCA.com	4
FleishmanHillard	1
FOXP2	7
G&G Digital	4
Giant Films	1
Global Trolley	1
Gloo@Ogilvy	31
Gorilla Creative Media	16
Grey Advertising Africa	3
Happimo NPC	1
Havas Boondoggle	4
Hellocomputer	15
Hellocomputer & FCB Cape Town	5
Hellocomputer, FCB Africa	7
Honeykome	1
Iconic	1
INJOZI	2
INJOZI and Net#work BBDO	5
Interactive Africa	1
Joe Public United	1
Joe Public United/Native VML	7
KFM Radio - A Divison of Primedia	5
King James Group	23
Levergy Marketing Agency	1
Liquorice	17
Livity	1

M&C Saatchi Abel	1
Mark1 Media	4
MEC Global	2
Mindshare	1
Mrum Johannesburg	1
MOBITAINMENT etal, BRAND etal, Xpress Information	1
NATIVE VML	30
Net#workBBDO	9
New Media	1
Nona Creative	3
Ogilvy & Mather Johannesburg	22
Platinum Seed Digital Marketing	1
Project Isizwe	2
Publicis Machine	6
R.O.I Digital	1
Red & Yellow	1
Retroviral	2
Rogerswilco	6
Saatchi & Saatchi Synergize	5
SABC Digital News	1
Safarino	1
Sanlam	1
Sea Monster Entertainment	1
Soccer Laduma	2
Spree.co.za	4
Strata Marketing Solution Pty Ltd	3
Superbalist.com	15
SuperSport	1
SuperSport, Levergy, Aqua	3
The Jupiter Drawing Room (South Africa) Johannesburg	1
The Jupiter Drawing Room Cape Town	5
Times Media	2
TWO.AMAgency	2
Unilever	1

\*Note that individual finalists were excluded in this table: Best Digital Student, Best Digital Youngster, Best Marketer, Best CTO, Best Individual Contribution to Digital.

## All finalists

Category	Entry Agency	Brand	Product	Title
Digital Strategy	King James Group	Democratic Alliance		DA Elections 2016
Digital Strategy	New Media	Woolworths	Woolworths	Today With Woolies
Digital Strategy	Gorilla Creative Media	R&R Ice Cream	King Cone	Monster Craving
Digital Strategy	Superbalist.com	Superbalist.com		The Way of Us x Superbalist 100
Digital Strategy	Liquorice	Unilever	uGive	Do you give a click?
Digital Strategy	Joe Public United/Native VML	Nedbank	Sponsorships	#GoSandile Twitter Track
Digital Strategy	NATIVE VML	PASSOP		I am Muslim
Digital Strategy	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Digital Strategy	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Digital Strategy	Ogilvy & Mather Johannesburg	Yum Brands	KFC Fill Up Meals	Fill Ups
Digital Strategy	NATIVE VML	Nedbank	Greenbacks Rewards	#LoveGreenBacks
Content Strategy	Ogilvy & Mather Johannesburg	Viacom - MTV	#LetsTalkColour	#LetsTalkColour
Content Strategy	King James Group	City of Cape Town	Metro Police	Metro Police Ride-along

Content Strategy	Joe Public United/Native VML	Nedbank	Sponsorships	#GoSandile Twitter Track
Content Strategy	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Content Strategy	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Content Strategy	Rogervilco	Rogervilco		WOLF - A Content Strategy Generator
Content Strategy	G&G Digital	Nashua	Nashua	The Solutions Lab
Content Strategy	G&G Digital	Janssen	ADHD	MyADHD
Content Strategy	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
Digital Campaign	Ogilvy & Mather Johannesburg	Cadbury	Cadbury Bubbly	Match The Ad
Digital Campaign	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Digital Campaign	King James Group	Sanlam	Tax Free Savings Investment	Tax Free Savings
Digital Campaign	Retroviral	RocoMamas	#ElectionBurger	#ElectionBurger
Digital Campaign	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive
Digital Campaign	Gorilla Creative Media	R&R Ice Cream	King Cone	Monster Craving
Digital Campaign	Liquorice	Unilever	Knorr	Whatsfordinner with Dinner on Demand
Digital Campaign	Joe Public United/Native VML	Nedbank	Sponsorships	#GoSandile Twitter Track
Digital Campaign	NATIVE VML	PASSOP		I am Muslim
Digital Campaign	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Digital Campaign	Hellocomputer & FCB Cape Town	CANSA		Testi-monials
Digital Campaign	Conversation LAB and The Hardy Boys	Inecto	Inecto Plus	Colour Catwalk
Digital Campaign	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically Digital Campaign
Digital Campaign	Ogilvy & Mather Johannesburg	Yum Brands	KFC Shakin Shakin Meal	Shakin Shakin
Digital Campaign	Ogilvy & Mather Johannesburg	Yum Brands	KFC Fill Up Meals	Fill Ups
Digital Campaign	Ogilvy & Mather Johannesburg	Yum Brands	Burrito	KFC Burrito
Digital Campaign	NATIVE VML	BMW	BMW X1	BMW Webjack
Digital Campaign	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
Mobile Campaign	M&C Saatchi Abel	MWEB Fibre	Fibre Optic Internet	#MotherBuffer
Mobile Campaign	Ogilvy & Mather Johannesburg	Vodacom	Vodacom NXT LVL Bundles	Vodacom NXT LVL Soccer
Mobile Campaign	Net#workBBDO	Diageo	Tusker Lager	Team Kenya
Mobile Campaign	Havas Boondoggle	Durex		The Big O
Mobile Campaign	Conversation LAB and The Hardy Boys	Sunlight	Sunlight dishwashing liquid	Wipe and Win
Mobile Campaign	Gorilla Creative Media	R&R Ice Cream	King Cone	Monster Craving
Mobile Campaign	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Mobile Campaign	Liquorice	Unilever	Perfect Shishebo	The Mobile Game Show
Mobile Campaign	Ogilvy & Mather Johannesburg	Yum Brands	KFC Shakin Shakin Meal	Shakin Shakin
Mobile Campaign	DDB South Africa	Clorox - Glad	Glad Products	InstaGlad
Mobile Campaign	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats
Data-driven Campaign	Mark1 Media	Telkom	Phone Contracts	Telkom Summer Retail
Data-driven Campaign	Striata Marketing Solution Pty Ltd	FNB	FNB card	R3 300 000 reduction in defaulting FNB credit card accounts due to Striata's segmented and data driven email campaign
Data-driven Campaign	Striata Marketing Solution Pty Ltd	FNB	FNB Card	Striata gets 160 550 FNB Card customers to change their banking behaviour with super influential, targeted email campaign
Data-driven Campaign	NATIVE VML	Nedbank	Greenbacks Rewards	#LoveGreenBacks

Integrated Multi-platform Campaign	Ogilvy & Mather Johannesburg	Vodacom	Vodacom NXT LVL Bundles	Vodacom NXT LVL Soccer
Integrated Multi-platform Campaign	Ogilvy & Mather Johannesburg	Viacom - MTV	#LetsTalkColour	#LetsTalkColour
Integrated Multi-platform Campaign	Net#workBBDO	Diagio	Tusker Lager	Team Kenya
Integrated Multi-platform Campaign	King James Group	Glacier by Sanlam		The Perfect Life
Integrated Multi-platform Campaign	King James Group	Sanlam		The Conspicuous Savers
Integrated Multi-platform Campaign	Mrum Johannesburg	McDonald's South Africa	McDonald's Big Tasty	Take Big Tasty Back
Integrated Multi-platform Campaign	Net#workBBDO	Chicken Licken	Rock my Soul Meal	Inner Peace Integrated Campaign
Integrated Multi-platform Campaign	Gloo@Ogilvy	SABMiller	Castle Lite	Castle Lite presents Ziyabanda
Integrated Multi-platform Campaign	Gorilla Creative Media	R&R Ice Cream	King Cone	Monster Craving
Integrated Multi-platform Campaign	The Jupiter Drawing Room Cape Town	BURGER KING	The BURGER KING WHOPPER Burger	WHOPPER Envy
Integrated Multi-platform Campaign	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Integrated Multi-platform Campaign	Liquorice	Unilever	Knorr	It's In The Bag
Integrated Multi-platform Campaign	Joe Public United/Native VML	Nedbank	Sponsorship	#GoSandile Twitter Track
Integrated Multi-platform Campaign	ECHO	KIAMotors SA	KIA Sportage 2017	KIA World's Longest Test Drive
Integrated Multi-platform Campaign	NATIVE VML	PASSOP		I am Muslim
Integrated Multi-platform Campaign	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Integrated Multi-platform Campaign	Aqua	MTN South Africa		#FillUpOrlandoStadium
Integrated Multi-platform Campaign	Hellocomputer & FCB Cape Town	CANSA		Testimonials
Integrated Multi-platform Campaign	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats
Integrated Multi-platform Campaign	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive
Integrated Multi-platform Campaign	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically Integrated Campaign
Integrated Multi-platform Campaign	140 BBDO	Dunkin' Donuts	Dunkin' Donuts	Dunkin' Sooner
Paid Search Marketing	Safarinow	SafariNow		PPC Business Data Boost
Paid Search Marketing	Mindshare	KFC	KFC	Always On Search
Paid Search Marketing	Saatchi & Saatchi Synergize	Toyota	Vehicle Range	Driving Media Efficiency
Paid Search Marketing	Aqua Online (Pty) Ltd	Mobile Telephone Network	Cellular Devices, Data, Voice and Content.	MTN Always On Search Strategy & Account Restructure
Paid Search Marketing	25AM	DirectAxis	Personal Loans	DirectAxis Paid Search Account Optimisation
Organic Search Marketing	Conversation LAB and The Hardy Boys	Environ Skin Care	Environ Skin Care	Environ Search Engine Optimisation
Organic Search Marketing	Saatchi & Saatchi Synergize	NAC		The Search Perfection Project
Organic Search Marketing	Saatchi & Saatchi Synergize	Procter & Gamble	Ariel	The Global Search Project
Organic Search Marketing	Clicks2Customers	Virgin Active		A Total Organic Workout
Organic Search Marketing	Rogervilco	Triumph		Giving Triumph a Lift
Display Advertising	Hellocomputer	Toyota		Toyota Hilux Tougher Load
Display Advertising	TWO.AMAgency	Hasbro	Kylo Ren Delux Electronic Lightsaber	Star Wars: Lightsaber Banner

Display Advertising	TWO.AMAgency	Hasbro	Kylo Ren Lightsaber and Action Figure	Star Wars: Awaken the Force Banner
Display Advertising	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically banners
Display Advertising	NATIVE VML	BMW	BMW X1	BMW Webjack
Display Advertising	Gloo@Ogilvy	Gumtree SA	Gumtree.co.za	Click Bait
Native Advertising	Between 10and5	Santam	SME Insurance	1001 Days
Native Advertising	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Native Advertising	NATIVE VML	BMW	BMW X1	BMW Webjack
Online Video Series	Net#workBBDO	Mercedes-Benz	SUV Range	Mercedes-Benz Find Your Best Challenge
Online Video Series	Interactive Africa	Design Indaba	Africa.Now.	Africa.Now. video series
Branded Content	Ogilvy & Mather Johannesburg	Viacom - MTV	#LetsTalkColour	#LetsTalkColour
Branded Content	King James Group	Sanlam	Tax Free Savings Investment	Tax Free Savings
Branded Content	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive Episode 4
Branded Content	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive Episode 3
Branded Content	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive Episode 2
Branded Content	King James Group	Sanlam		Mr Madumane Music Video
Branded Content	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically - Dancing
Branded Content	King James Group	City of Cape Town	Metro Police	Metro Police Ride-along
Branded Content	Superbalist.com	Superbalist.com		Editorial Strategy
Branded Content	Superbalist.com	Superbalist.com		Paid Media Strategy
Branded Content	Hellocomputer	Olmecca Tequila		Magic Bar Shots
Branded Content	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Branded Content	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source Music Video
Branded Content	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source Episode 4
Branded Content	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source Episode 3
Branded Content	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source Episode 2
Branded Content	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source Episode 1
Branded Content	Hellocomputer	CANSA		Testi-monials
Branded Content	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats
Branded Content	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive Episode 1
Branded Content	Publicis Machine	Nestlé	MAGGI Senses	Hard Wok Life
Branded Content	Gloo@Ogilvy	Omnico	GoPro	#THISISMYLIFE
Branded Content	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
Branded Content	Gloo@Ogilvy	SABMiller	Castle Lite	Ziyabanda Ice Record
Branded Content	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically
Social Paid Advertising	King James Group	Democratic Alliance		DA Election 2016
Social Paid Advertising	Havas Boondoggle	Durex		The Big O
Social Paid Advertising	The Jupiter Drawing Room Cape Town	BURGER KING	The BURGER KING WHOPPER Burger	#SWHOPPER
Social Paid Advertising	Hellocomputer, FCB Africa	Toyota	Fortuner	Fortuner Canvas AD
Social Paid Advertising	Hellocomputer	Olmecca Tequila		Magic Bar Shots
Social Paid Advertising	Hellocomputer	The Inner Circle & Absolut Elyx		Are you the Absolut Elyx VIP?
Social Paid Advertising	Gorilla Creative Media	Unilever	AXE	Together

Social Paid Advertising	Hellocomputer	Olmecca Tequila		Build Your Mix
Social Paid Advertising	Hellocomputer & FCB Cape Town	CANSA		Testimonials
Innovative use of Media	Ogilvy & Mather Johannesburg	Viacom - MTV	#LetsTalkColour	#LetsTalkColour
Innovative use of Media	Ogilvy & Mather Johannesburg	Cadbury	Cadbury Bubbly	Match The Ad
Innovative use of Media	Honeykome	Sportingbet	Online Sports Betting Site	I Bet You Don't Skip
Innovative use of Media	King James Group	Sanlam		The Conspicuous Savers
Innovative use of Media	Liquorice	Unilever	Knorr	Whatsfordinner with Dinner on Demand
Innovative use of Media	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Innovative use of Media	Hellocomputer	Toyota		Toyota Hilux Tougher Load
Innovative use of Media	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically - Eligible Bachelor
Innovative use of Media	NATIVE VML	BMW	BMW X1	BMW Webjack
Innovative use of Media	Grey Advertising Africa (Pty) Ltd	NSPCA	NSPCA Special Investigations Unit	Dog Fight
Innovative use of Media	Nona Creative	Anon.	Game/Recruitment Tool	Do You Even Dev? Digital Installation
Innovative use of Media	FleishmanHillard	The South African National Blood Service	Blood Donation	#MissingType
Innovative use of Media	Cerebra	Absa	Brand	How we educated SA during #Budget2016
Innovative use of Media	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats
Email, direct & inbound marketing	Superbalist.com	Superbalist.com		Email and Inbound Marketing
Email, direct & inbound marketing	Hellocomputer	The Inner Circle & The Glenlivet		Decoding The Glenlivet Cipher
Email, direct & inbound marketing	140 BBDO	Dunkin' Donuts	Dunkin' Donuts	Dunkin' Sooner
Innovative use of Mobile Media	Net#workBBDO	Diageo	Tusker Lager	Team Kenya
Innovative use of Mobile Media	Hellocomputer, FCB Africa	Toyota	Fortuner	Fortuner 360 Ad
Innovative use of Mobile Media	Gorilla Creative Media	Unilever	AXE	Together
Innovative use of Mobile Media	Hellocomputer	Investec Asset Management	Banking	Life's a Risk Worth Managing 2.0
Innovative use of Mobile Media	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically - Eligible Bachelor
Existing Social Communities	Ogilvy & Mather Johannesburg	Viacom - MTV	#LetsTalkColour	#LetsTalkColour
Existing Social Communities	King James Group	Sanlam		Sanlam Social Media
Existing Social Communities	Havas Boondoggle	Durex		The Big O
Existing Social Communities	24.com a Division of Media24	News24		News24 Social Media
New Social Communities	Liquorice	Unilever	Hellmann's	Going DIY
New Social Communities	NATIVE VML	Standard Bank	Portraits in Progress	Portraits in Progress
Use of User Generated Content	Joe Public United/Native VML	Nedbank	Sponsorships	#GoSandile Twitter Track
Use of User Generated Content	Conversation LAB and The Hardy Boys	Inecto	Inecto Plus	Colour Catwalk
Use of User Generated Content	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive
Use of User Generated Content	NATIVE VML	Standard Bank	Portraits in Progress	Portraits in Progress
Social Media Campaigns	Ogilvy & Mather Johannesburg	Viacom - MTV	#LetsTalkColour	#LetsTalkColour



Social Media Campaigns	SuperSport, Levergy & Aqua	SuperSport		Rio 2016 - Go For Gold
Social Media Campaigns	King James Group	Glacier by Sanlam	Retirement	The Perfect Life
Social Media Campaigns	King James Group	Sanlam	Sanlam	The Conspicuous Savers
Social Media Campaigns	King James Group	City of Cape Town	Metro Police	Metro Police Ride-along
Social Media Campaigns	The Jupiter Drawing Room Cape Town	BURGER KING	The BURGER KING WHOPPER Burger	#SWHOPPER
Social Media Campaigns	Joe Public United/ Native VML	Nedbank	Sponsorships	#GoSandile Twitter Track
Social Media Campaigns	Gorilla Creative Media	R&R Ice Cream	King Cone	Monster Craving
Social Media Campaigns	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Social Media Campaigns	DDB South Africa	Clorox - Glad	Glad Products	InstaGlad
Social Media Campaigns	Hellocomputer	Olmecca Tequila		Build Your Mix
Social Media Campaigns	Hellocomputer	CANSA		Testi-monials
Social Media Campaigns	NATIVE VML	PASSOP		I am Muslim
Social Media Campaigns	Ogilvy & Mather Johannesburg	Yum Brands	Burrito	KFC Burrito
Social Media Campaigns	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Social Media Campaigns	NATIVE VML	Nedbank	Greenbacks Rewards	#LoveGreenbacks
Social Media Campaigns	Grey Advertising Africa (Pty) Ltd	NSPCA	NSPCA Special Investigations Unit	Dog Fight
Social Media Campaigns	Havas Boondoggle	Durex		The Big O
Social Media Campaigns	The Jupiter Drawing Room (South Africa) Johannesburg	Children of Fire	Fund Raising	Throwback Thursday
Social Media Campaigns	Retroviral	RocoMamas	#ElectionBurger	#ElectionBurger
Social Media Campaigns	FOX P2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
Social Media Campaigns	Cerebra	Coca-Cola	Coca-Cola	Turn Twitter Gold
Social Media Campaigns	140 BBDO	Dunkin' Donuts	Dunkin' Donuts	Dunkin' Sooner
Online Video Channels	Project Isizwe	TshWi-Fi TV		LIGHTS, CAMERA, CITIZENSHIP: TshWi-Fi TV engages, entertains and empowers Tshwane
Craft - Marketing Copywriting	Net#workBBDO	Virgin Money Insurance		Not Like Insurance
Craft - Marketing Copywriting	King James Group	Steri Stumpie	Steri Stumpie	Weighed Funny Cake
Craft - Marketing Copywriting	Publicis Machine	Nestlé	MAGGI Senses	Hard Wok Life - Web Series
Craft - Marketing Copywriting	Hellocomputer	CANSA		Testi-monials
Craft - Marketing Copywriting	Ogilvy & Mather Johannesburg	Yum Brands	Burrito	KFC Burrito
Craft - News or Feature Writing	Superbalist.com	Superbalist.com		The Way of Us
Craft - News or Feature Writing	24.com a Division of Media24	News24		King Hlaudi's rise to power
Craft - News or Feature Writing	24.com a Division of Media24	Netwerk24	Netwerk24	Die stil aktivis (The quiet activist)
Craft - News or Feature Writing	SABC Digital News	SABC Digital News		Child welfare in Johannesburg
Craft - Research	Soccer Laduma	Soccer Laduma	Research	Dispelling Myths!
Craft - Research	Rogerwilco	Rogerwilco		WOLF - A Research Enabler
Craft - Interface Design	Absa	Absa	absa.co.za	absa.co.za
Craft - Interface Design	Net#workBBDO	Mercedes-Benz	C-Class Coupe	Virtual Reality test drive - C- Class Coupe
Craft - Interface Design	King James Group	Sanlam Investments	Investments	Smart Invest Website
Craft - Interface Design	Publicis Machine	Jaguar Land Rover	Market Cart	Market Cart
Craft - Interface Design	INJOZI and Net#work BBDO	Coronation	Coronation	Beauselts YourMoney
Craft - Interface Design	INJOZI and Net#work BBDO	Chicken Licken	Chicken Licken	Kung Fu
Craft - Interface Design	INJOZI	INJOZI	INJOZI	INJOZI Website
Craft - Interface Design	Liquorice	Distell	Nederburg	There is always a Story



Craft - Interface Design	Hellocomputer, FCB Africa	Lexus		Lexus Website V2.5
Craft - Interface Design	4i	Cape Brewing Company	Pale Ale Craft in a Can	CBC - Love the Journey App
Craft - Interface Design	Gloo@Ogilvy	Castrol	Castrol	Race to the Fastest Place on Earth
Craft - Interface Design	The Jupiter Drawing Room Cape Town	Virgin Radio International	Virgin Radio website	Always Listening Out For You
Craft - Software, Coding & Tech. Innovation	INJOZI	GotBot	GotBot	GotBot
Craft - Software, Coding & Tech. Innovation	Liquorice	Unilever	Knorr	Whatsfordinner with Dinner on Demand
Craft - Software, Coding & Tech. Innovation	Gloo@Ogilvy	Castrol	Castrol	Race to the Fastest Place on Earth
Craft - Software, Coding & Tech. Innovation	Rogerwilco	Rogerwilco		WOLF - A Tech Innovation
Craft - Strategy	Liquorice	Unilever	OMO	Ready for Life
Craft - Strategy	NATIVE VML	NATIVE VML	INDIVIDUALS/ Make New SA Hero's happen	Donovan White
Craft - UX Design	Absa	Absa	absa.co.za	absa.co.za
Craft - UX Design	King James Group	Sanlam Investments		Smart Invest Website
Craft - UX Design	Spree.co.za	Spree	UX for Spree iOS and Android Apps	Spree Online Fashion Shopping Apps
Craft - UX Design	Superbalist.com	Superbalist.com		The Superbalist App
Craft - UX Design	Hellocomputer, FCB Africa	Lexus		Lexus Website V2.5
Craft - UX Design	4i	Babylonstoren	Gardening with Babylonstoren App	Gardening with Babylonstoren App
Craft - Online Video Production	Giant Films	Sanlam	Sanlam Tax-free Investments	Tax Free Experiment #2 - Ice Cream Shop
Craft - Online Video Production	King James Group	Sanlam		Mr Madumane Music Video
Craft - Online Video Production	Net#workBBDO	Coronation	Coronation Brand	Real Hard Work Stories
Craft - Online Video Production	Net#workBBDO	Mercedes-Benz	Mercedes-Benz GLS	Find Your Best Challenge Episode 5
Craft - Online Video Production	140 BBDO	Dunkin' Donuts	Dunkin' Donuts	The DDPD
Craft - Online Video Production	Superbalist.com	Superbalist.com		Editorial Video Content: The Dakar Express
Craft - Online Video Production	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Craft - Online Video Production	Ogilvy & Mather Johannesburg	Yum Brands	KFC Shakin Shakin Meal	Shakin Shakin
Craft - Online Video Production	Hellocomputer	CANSA		Testimonials
Craft - Online Video Production	Gloo@Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats
Craft - Online Video Production	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes - Part 1
Craft - Online Video Production	Publicis Machine	Nestlé	MAGGI Senses	Hard Wok Life
Craft - Online Video Production	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes - Part 2
Craft - Client Service	King James Group	Sanlam		Sanlam Social Media Channels
Craft - Client Service	Saatchi & Saatchi Synergize	Procter & Gamble		Amy Wessels
Craft - Client Service	NATIVE VML	NATIVE VML	Nedbank	Georgia Matthews
Craft - Client Service	Striata Marketing Solution Pty Ltd	Striata Marketing Solutions		Vincent van Niekerk, Client Service Champion of the First Rand Group Account
Craft - Ad Ops	Mark1 Media	Telkom/Mark1	Phone Contracts	Mark1 AdOps Craft
Craft - Ad Ops	25AM	KIA		25AMs Ad Operations Team

Craft - Social Media Community Management	Platinum Seed Digital Marketing	Superbalist is Rocking the Daisies	Superbalist is Rocking the Daisies Music Festival	Superbalist is Rocking the Daisies   Platinum Seed   7.11
Craft - Social Media Community Management	King James Group	Steri Stumpie	Steri Stumpie	Spoiler Alert
Craft - Social Media Community Management	Aqua	Coca-Cola	Coca-Cola	Coca-Cola
Craft - Social Media Community Management	Ogilvy & Mather Johannesburg	Yum Brands	Burrito	KFC Burrito
Craft - Social Media Community Management	Cerebra	Vodacom	Brand	#TeamRed
Craft - Paid Search Marketing	Saatchi & Saatchi Synergize	ADT, P&G, Toyota	Paid Search Optimisation	Excellence in Paid Search Marketing
Craft - Paid Search Marketing	25AM	DirectAxis	Personal Loans	Ryan Coetzee
Craft - Organic Search Marketing	R.O.I Digital	Madison - The Heart of New York	Women's Footware	R.O.I Digital's SEO Team
Craft - Organic Search Marketing	Rogerwilco	Rogerwilco		The Rogerwilco Organic Search Team
Digital Installations and Activations	Joe Public United	Nedbank	Sponsorship	#GoSandile Twitter Track
Digital Installations and Activations	Nona Creative	Anon.	Game/Recruitment Tool	Do You Even Dev? Digital Installation
Digital Installations and Activations	Levergy Marketing Agency	Audi	Audi Sport and A4 vehicle	Bowling Lab
Use of Programmatic Media	Ogilvy & Mather Johannesburg	Yum Brands	Famous Bowls	KFC Famous Bowls
Use of Programmatic Media	MEC Global	Vodacom	Vodacom Data Bundles	Data Education and XAXIS
Use of Programmatic Media	MEC Global	Nespresso	Nespresso Machines	Nespresso and XAXIS
Use of Programmatic Media	Mark1 Media	Telkom	Phone Contracts	Telkom Summer Retail
Use of Programmatic Media	Mark1 Media	Budget Insurance	Insurance	Budget Insurance Programmatic Campaign
Customer Experience Design	Superbalist.com	Superbalist.com	The Superbalist App	The Superbalist App
Customer Experience Design	Absa	Absa	Absa.co.za Website	Absa.co.za
VR	Hellocomputer	Investec Asset Management	Banking	Life's a Risk Worth Managing 2.0
VR	Hellocomputer	Toyota		The Tougherest VR Test Drive
VR	Bladeworks Post Production	South African Music Awards	Live Awards Show Virtual Reality Broadcast	South African Music Awards - Virtual Reality Livestream
VR	Creative Spark & Deep VR	Kimberly-Clark of South Africa (Huggies Wipes)	Huggies Baby Wipes	Huggies Wipes VR Campaign
Chat, messaging and Dark Social	SuperSport, Levergy, Aqua	SuperSport		Euro 2016 - Chat, messaging and dark social
Chat, messaging and Dark Social	SuperSport, Levergy, Aqua	SuperSport		Rio 2016 - Chat, messaging and dark social
Chat, messaging and Dark Social	Liquorice	Unilever	Knorr	Whatsfordinner with Dinner on Demand
Chat, messaging and Dark Social	Cerebra	Coca-Cola	Coca-Cola	Turn Twitter Gold
Chat, messaging and Dark Social	Cerebra	Absa	Brand	How we educated SA during #Budget2016
Best Digital Student	AAA School of Advertising	AAA School of Advertising		Kelsie Blake
Best Digital Student	Vega School			Bernard Cloete, Julia Smith and De Wet Cilliers
Best Digital Student	AAA School of Advertising	AAA School of Advertising		Megan Boshoff
Best Digital Student	Kagiso Mbrake	Kagiso Mbrake		Kagiso Mbrake
Best Digital Youngster	Mari Sciarappa, Clockwork Media	Mari Sciarappa, Clockwork Media		Mari Sciarappa, Clockwork Media

Best Digital Youngster	Aqua	Aqua		Sinziana Sandulescu
Best Digital Youngster	Aqua	Aqua		Stephen Sithole
Best Digital Youngster	Promise	Promise		Katlego Phatlane
Best Digital Youngster	Arc Worldwide SA	Arc Worldwide SA		Charné Munien
Best Digital Youngster	Ilze Brand	Ilze Brand		Ilze Brand
Best Digital Youngster	Velile Ximba	Velile Ximba		Velile Ximba
Best Digital Youngster	Gloo@Ogilvy	Gloo@Ogilvy		Martin Wagner
Best Digital Youngster	25AM	25AM		Kirsten van Rooyen
Best Digital Youngster	Gust Greyvenstein at Nona Creative	Gust Greyvenstein at Nona Creative		Gust Greyvenstein at Nona Creative
Brand of the Year	Unilever	Unilever		Unilever
Brand of the Year	Hellocomputer, FCB Africa	Toyota		Toyota
Brand of the Year	Ogilvy & Mather Johannesburg	KFC		KFC
Brand of the Year	SuperSport	SuperSport		SuperSport
Brand of the Year	Gloo@Ogilvy	Volkswagen		Volkswagen
Brand of the Year	Sanlam	Sanlam		Sanlam
Brand of the Year	Superbalist.com	Superbalist.com		Superbalist.com
Brand of the Year	BrandsEye	BrandsEye		BrandsEye
Brand of the Year	24.com a Division of Media24	24.com a Division of Media24		24.com a Division of Media24
Best Marketer	Ogilvy & Mather Johannesburg	Ben Schoderer		Ben Schoderer
Best Marketer	Kotie Basson	Kotie Basson		Kotie Basson
Best Marketer	Vanessa Singh	Vanessa Singh		Vanessa Singh
Best Marketer	Morne van Emmenes - Kimberly-Clark of South Africa	Morne van Emmenes - Kimberly-Clark of South Africa		Morne van Emmenes - Kimberly- Clark of South Africa
Best CTO	Graham Talbot	Gloo@Ogilvy		Graham Talbot
Best CTO	Brett St Clair	ABSA		Brett St Clair
Best CTO	Benjamin Schoderer	Yum Brands		Benjamin Schoderer
Best CTO	Antonio Silva	Taste Holdings		Antonio Silva
Best CTO	Kelly Walden	Adidas		Kelly Walden
Best CTO	Popimedia	Gil Sperling		Gil Sperling
Best Contribution to Transformation in the Digital Industry	Dr Taddy Blecher	Dr Taddy Blecher		Dr Taddy Blecher
Best Contribution to Transformation in the Digital Industry	Livity	Livity		Livity
Best Contribution to Transformation in the Digital Industry	Red & Yellow	Red & Yellow		Red & Yellow
Best Contribution to Transformation in the Digital Industry	Nona Creative	Nona Creative		Nona Creative
Pixel for Purpose	Clockwork Media	NBCUniversal The Librarians S2		The Librarians S2
Pixel for Purpose	Gloo@Ogilvy	VW Amarok		Social Test Drive
Pixel for Purpose	Liquorice	Omo		Fast Kids
Pixel for Purpose	Liquorice	Amarula		#NAMETHEMSAVETHEM
Pixel for Purpose	Joe Public United/Native VML	Nedbank		#GoSandile
Pixel for Purpose	NATIVE VML	I am Muslim		I am Muslim
Pixel for Purpose	CANSA	CANSA		Testimonials
Pixel for Purpose	Gloo@Ogilvy	NSRI		NSRI SafeTRX app
Pixel for Purpose	Grey Advertising Africa (Pty) Ltd	NSPCA		Dog fight
Pixel for Purpose	Base Two	SANBS		SANBS
Pixel for Purpose	FOXP2	Ster Kinekor		#OpenEyes

Best Individual Contribution to Digital	MOBITAINMENT	Carmen Murray		Carmen Murray
Best Individual Contribution to Digital	Michael Oelschig (Cerebra)	Michael Oelschig (Cerebra)		Michael Oelschig (Cerebra)
Best Individual Contribution to Digital	Matthew Buckland - Creative Spark	Matthew Buckland - Creative Spark		Matthew Buckland - Creative Spark
Brand, Commercial & Retail Websites	King James Group	Sanlam Investments	Investments	Smart Invest Website
Brand, Commercial & Retail Websites	Hellocomputer, FCB Africa	Lexus		Lexus.co.za V2.5
Brand, Commercial & Retail Websites	Superbalist.com	Superbalist.com	Superbalist.com website	Superbalist.com website
Brand, Commercial & Retail Websites	Liquorice	Distell	Nederburg	There is always a Story
Brand, Commercial & Retail Websites	Absa	Absa		Absa.co.za
Microsites	Conversation LAB and The Hardy Boys	Sunlight	Sunlight dishwashing liquid	Wipe and Win
Microsites	INJOZI and Net#work BBDO	Coronation	Coronation	BecauseIt'sYourMoney
Microsites	INJOZI and Net#work BBDO	Chicken Licken	Chicken Licken	Kung Fu
Microsites	The Jupiter Drawing Room Cape Town	BURGER KING	The BURGER KING WHOPPER Burger	#SWHOPPER
Microsites	Superbalist.com	Superbalist.com	The Superbalist 100	The Superbalist 100
Microsites	Liquorice	Distell	Amarula	#NameThemSaveThem
Microsites	Liquorice	Distell	Richelieu	The Chase
Microsites	Hellocomputer & FCB Cape Town	CANSA		Testi-monials
Microsites	Ogilvy & Mather Johannesburg	Yum Brands	KFC Fill Up Meals	Fill Ups
Microsites	Iconic	Bet.co.za	Bet.co.za	Betmatch
E-Commerce Sites	Spree.co.za	Spree	Spree Online Fashion Store	Spree Ecommerce Store
E-Commerce Sites	Superbalist.com	Superbalist.com	Superbalist.com website	Superbalist.com website
E-Commerce Sites	DigitLab	The Grainfather		The Grainfather E-commerce Site
Public Service and NPO platforms	Project Isizwe	TshWi-Fi.co.za		TshWi-Fi.co.za - Content Portal Empowering Free WiFi Users
Public Service and NPO platforms	Hellocomputer & FCB Cape Town	CANSA		Testi-monials
Public Service and NPO platforms	Publicis Machine	Childhood Cancer Foundation South Africa	NPO	CHOC-olate
Public Service and NPO platforms	23Red & Jolly Good Digital	NHS Blood and Transplant (NHSBT)	Blood donations	Virtual Blood Donation
For good Platforms	Liquorice	Distell	Amarula	#NameThemSaveThem
For good Platforms	Liquorice	Unilever	uGive	Do you give a click?
For good Platforms	G&G Digital	Janssen	ADHD	MyADHD
For good Platforms	Gloo@Ogilvy	NSRI	NSRI SafeTRX app	SafeTRX Canvas
For good Platforms	Gloo@Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive
Web Applications	COLONYHQ (PTY) LTD	COLONYHQ	COLONY LIVE	COLONY LIVE saves the radio industry
Web Applications	Publicis Machine	Jaguar Land Rover	Automotive	Market Cart
Web Applications	Rogerswilco	Rogerswilco		The WOLF Web Application
Mobile Apps	Happimo NPC	Namola	Mobile Safety Application	NAMOLA Connecting Citizens to Safety
Mobile Apps	King James Group	SmartMoney	SmartMoney	SmartMoney
Mobile Apps	King James Group	Sendr	Sendr	Sendr
Mobile Apps	Spree.co.za	Spree	Spree Online Shopping App	Spree Online Shopping App
Mobile Apps	Superbalist.com	Superbalist.com	The Superbalist App	The Superbalist App
Mobile Apps	Bluegrass Digital	SNAPnSAVE	Mobile App	SNAPnSAVE

Mobile Apps	Sea Monster Entertainment	Pick n Pay		Pick n Pay Super Animals AR App
Mobile Sites	Superbalist.com	Superbalist.com	Superbalist.com website	Superbalist.com website
Mobile Sites	Hellocomputer, FCB Africa	Lexus		Lexus Website V2.5
Games	Clockwork Media	Ster-Kinekor	Regression	Regression launch
Games	INJOZI and Net#work BBDO	Chicken Licken	Chicken Licken	Kung Fu
Games	Gorilla Creative Media	Unilever	Shield	MotionSense
Games	MOBITAINMENT et al, BRAND et al, Xpress Information	AVBOB	AVBOB Bonus Declaration	One AVBOB FM
Games	Gloo@Ogilvy	Castrol	Castrol	Race to the Fastest Place on Earth
Publisher sites	Times Media	Times Media	BusinessLIVE	BusinessLIVE
Publisher sites	24.com a Division of Media24	News24		News24.com
Publisher sites	24.com a Division of Media24	Netwerk24	Netwerk24	Lessons from behind the paywall
Publisher sites	24.com a Division of Media24	News24		News24 Elections 2016
Specialist Publisher sites	KFM Radio - A Division of Primedia (PTY) Ltd	EYEWITNESS NEWS	EWN Olympics Desk	EWN Olympics Desk
Specialist Publisher sites	Soccer Laduma	Soccer Laduma	Transfer Window News	Dominating Football's Peak Season
Specialist Publisher sites	Superbalist.com	Superbalist.com		The Way of Us
Specialist Publisher sites	Bizcommunity.com	Bizcommunity.com	Daily multi-industry news	Bizcommunity.com
Specialist Publisher sites	BPM	Africanfootball.com	Africanfootball.com	Football for Africa
Specialist Publisher sites	24.com a Division of Media24	W24	W24	W24 is here!
Specialist Publisher sites	Casimir TV	Casimir Magazine	Casimir Magazine	Casimir
Specialist Publisher sites	G&G Digital	Nashua	Nashua	The Solutions Lab
Specialist Publisher sites	Burn Media	Ventureburn.com	Ventureburn.com Website	Ventureburn – startup news for emerging markets
Mobile Publications	24.com a Division of Media24	News24		News24.com
Mobile Publications	24.com a Division of Media24	W24	W24	W24 is here!
Mobile Publications	24.com a Division of Media24	News24		News24 Elections 2016
Email Publications	Global Trolley (PTY) Ltd	Joburg.co.za		We Are Joburg
Email Publications	Spree.co.za	Spree	Spree Plus Newsletter	Spree Plus Newsletter
Email Publications	24.com a Division of Media24	City Press & News24	On a Point of Order	On a Point of Order
Social Media Publications	24.com a Division of Media24	Daily Sun	Daily Sun	Daily Sun, Tshwane on Fire
Social Media Publications	eNCA.com	eNCA.com		Elections 2016
Social Media Publications	Cerebra	Absa	Brand	How we educated SA during #Budget2016
User-Generated Content	Gorilla Creative Media	Mondelez	beVita	Morning Win
User-Generated Content	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Publisher apps	KFM Radio - A Division of Primedia (PTY) Ltd	EYEWITNESS NEWS	EWN Android App	EWN Android App
Publisher apps	24.com a Division of Media24	News24		News24 App
Publisher apps	24.com a Division of Media24	News24		News24 Elections 2016

Publisher apps	24.com a Division of Media24	NetNuus	NetNuus	Yellow brick road to success
Online Photography	Casimir TV	Casimir Magazine	Casimir Magazine	Casimir Photography
Online Photography	eNCA.com	eNCA.com		Elections 2016
Special Features	KFM Radio - A Division of Primedia (PTY) Ltd	EYEWITNESS NEWS	2015: The year of the student	2015: The year of the student
Special Features	24.com a Division of Media24	News24		Matric Results
Special Features	24.com a Division of Media24	News24		Frontline
Special Features	KFM Radio - A Division of Primedia (PTY) Ltd	EYEWITNESS NEWS	The untold story of Mbuyisa	The untold story of Mbuyisa
Special Features	eNCA.com	eNCA.com		Election Polls
Online News Video	Times Media	Times Media	TimesLIVE social video	TimesLIVE social video
Online News Video	24.com a Division of Media24	News24		News24 Video
Live Event Coverage	KFM Radio - A Division of Primedia (PTY) Ltd	EYEWITNESS NEWS	Fees Must Fall 2016 coverage	Fees Must Fall 2016
Live Event Coverage	24.com a Division of Media24	News24	News24 Video	#FeesMustFall
Live Event Coverage	24.com a Division of Media24	News24		News24 Elections 2016
Live Event Coverage	24.com a Division of Media24	Sport24	Sport24	Sport24 Olympics 2016
Live Event Coverage	Bizcommunity.com	Bizcommunity.com	Bizcommunity Loeries media partnership	Fighting the Loeries
Live Event Coverage	eNCA.com	eNCA.com		Elections 2016
Streaming Services	Aqua	Wunderman		The Brave Ideas Podcast

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