

Andy Gilder from MACHINE wins Best Digital Strategist at the 2013 Bookmarks

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25 Nov 2013

The country's leading minds in digital judged Andy Gilder, MACHINE's head of Group Digital Strategy, South Africa's Best Digital Strategist at the 2013 Bookmarks in Cape Town on Thursday night.



Andy's win has capped a year off that saw MACHINE win the AdReview Breakthrough Agency of the year award, as well as string of new clients, including: Nandos Digital, L'Oreal, Garnier, SAB Miller, adidas, Energade and Citroen.

"I'm really happy to have something to put on the shelf after what has been a fantastic year for the entire agency," said Gilder, "The team has been putting in a phenomenal effort all year and even though the Bookmarks award has my name on it, no strategist would get anywhere without gifted creative teams to bring the strategies to life, great developers to make the digital concepts flawless and some truly ambitious client service team members to help our client's objectives come to the forefront all the time."

Tom Fels, deputy MD of MACHINE added, "We are incredibly fortunate to have someone of Andy's calibre heading our digital efforts and we are delighted to see him recognised by the Bookmarks after an exceptional year. The agency has grown up with digital at its heart and his award once again reinforces the importance of the medium in our integrated communications offering."

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