

# ALL THE WINNERS!

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The 11th annual Bookmark Awards, hosted at The Forum in Bryanston last night, 28 March 2019, culminated in 142 winners, all truly representative of the South African digital landscape, marking a true celebration of young, emerging talent in the digital industry.



Photographer: Mark Khoury

This year, the Awards encompassed a record-breaking 76 categories, with over 750 entries. The Bookmarks' 68 judges assessed the entries based on stringent, results-based criteria.

The King James Group dominated, winning a total of 32 awards, most notably Best Agency and Best Brand for client Sanlam.



## MARKETING & MEDIA

### #Bookmarks2019: King James Group dominates

Danette Breitenbach 29 Mar 2019



Leon Mwandiringa of Clockwork Media walked away with the award for Best Digital Youngster, while Raphael Janan Kuppasamy and Jenny Groenewald from the Vega School were honoured as the best digital students.

“ The work awarded at the Bookmarks this year, not only celebrates the winning work and leading talent in South Africa, it also becomes a showcase of the go-to case studies and inspiration for up-and-coming talent across the country, as the benchmark for digital excellence. – Jury President Jerry Mpufane ”

Transformation was high on the agenda at the Awards, with Digify Africa being celebrated for the Best Contribution to Transformation in the Digital Industry. Digital education was also emphasised in the award for Best Individual Contribution to Digital being awarded to Carmen Murray, founder of Boo-Yah.



MARKETING & MEDIA

## Boo-Yah! founder Carmen Murray launches The Connected Marketer in SA

Boo-Yah! 16 Jan 2018



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Creativity with a social conscience was a strong theme with Mortimer Harvey and the Road Accident Fund awarded the Pixel for Purpose Award for its #AlwaysRemember campaign and Pauli van Wyk from the Daily Maverick winning the award for Best Online Journalist.

"South Africa's fresh talent and most memorable campaigns were recognised, illustrating how far the digital industry has come and continues to set the benchmark and light the path for future innovation. This is why we celebrate digital excellence," explains Paula Hulley, IAB SA CEO.



CAMPAIGN CATEGORY					
Category	Entry Agency	Brand	Title	Product	Prize
Content Strategy	King James Group & 42 Digital	Sanlam	Conversations with Yourself	Sanlam Financial Products	Gold
Content Strategy	VML South Africa (Pty) Ltd	American Swiss Jewellers	Drop the Hint	Engagement Rings	Gold
Content Strategy	Ogilvy	KFC	Make a Meal of it.	Streetwise 2	Gold
Content Strategy	Ogilvy	Philips & The Nelson Mandela Foundation	#ShaveToRemember	Philips	Gold
Content Strategy	King James Group	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	Silver
Content Strategy	King James Group	Sanlam	The 200 Year Old	Sanlam Financial Services	Silver
Content Strategy	Helocomputer, FCB Africa	Western Cape Government	Raise your voice. Not your phone.	Department of Education	Silver
Content Strategy	ENGAGE et al, a member of the et al GROUP	AVBOB	The AVBOB Poetry Competition		Silver
Content Strategy	King James Group	Sanlam	Lives of Grace	Sanlam My Choice Funeral Plan	Silver
Digital Strategy	VML South Africa (Pty) Ltd	American Swiss Jewellers	Drop the Hint	Engagement Rings	Silver
Digital Strategy	King James Group	Sanlam	The 200 Year Old	Sanlam Financial Services	Silver
Digital Strategy	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet	Bronze
Digital Strategy	King James Group & 42 Digital	Sanlam	Conversations with Yourself	Sanlam Financial Products	Bronze
Digital Integrated Campaign	King James Group	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	Silver
Digital Integrated Campaign	VML South Africa (Pty) Ltd	American Swiss Jewellers	Drop the Hint	Engagement Rings	Silver
Digital Integrated Campaign	TBWA Hunt Lascaris Johannesburg	MTN	Mc Drop	MTN Brand	Bronze
Mobile Campaign	Ogilvy	Vodacom	Shake Every Day	Brand	Silver

Mobile Campaign	Ogilvy	Vodacom	Super Proposal Facebook Canvas	Network: Super 4G Coverage	Bronze
Integrated Mixed Media Campaign	Ogilvy	ABInBev	#NoExcuse	Carling Black Label	Silver
Integrated Mixed Media Campaign	King James Group	Sanlam	Conversations with Yourself	Sanlam Financial Products	Silver
Integrated Mixed Media Campaign	VML South Africa (Pty) Ltd	Absolut Vodka, Pernod Ricard South Africa	Absolut One Source Live	Absolut Vodka	Silver
Integrated Mixed Media Campaign	King James Group	Sanlam	2 Minute Shower Songs	2 Minute Shower Songs	Bronze
Integrated Mixed Media Campaign	Retroviral	M-NET	Outwit. Outplay. Outdoor	M-NET Survivor	Bronze
Integrated Mixed Media Campaign	King James Group	Sanlam	Sanlam 100 Years   Integrated Campaign	Financial Services	Bronze
<b>CHANNEL CATEGORY</b>					
Online Video Series	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet	Gold
Online Video	Showmax & Sketchbook Studios	Showmax	Tali's Wedding Diary	Tali's Wedding Diary	Silver
Online Video	Publicis	Mercedes-Benz	Hey Mercedes	A-Class	Silver
Online Video	Net#work BBDO	Mercedes-Benz	Return to Chapman's Peak	S-Class	Silver
Online Video	Ogilvy	KFC	Make a Meal of it.	Streetwise 2	Silver
Online Video	Eclipse PR & King James Group	NETFLIX	MAN IN A VAN	NETFLIX	Silver
Online Video	King James Group	Sanlam	On Life and Planning	Sanlam Financial Savings products	Bronze
Online Video	King James Group	Sanlam	On Life and Surprises	Sanlam Disability products	Bronze
Online Video	Hellocomputer/FCB Africa	South African Tourism	Bheki The Mhaco Maker	South African Tourism	Bronze
Online Video	TBWA Hunt Lascaris Johannesburg (Pty) Ltd	Nissan	Nissan Intelligent Mobility 6 second ads	Nissan Intelligent Mobility	Bronze
Online Video	Ogilvy	ABInBev	Raising Champions - Mother's Day	Carling Black Label	Bronze
Online Video	Ogilvy	ABInBev	Raising Champions - Father's Day	Carling Black Label	Bronze
Online Video	VML South Africa (Pty) Ltd	Absolut vodka	Africa on Fire	Vodka	Bronze
Online Video	King James Group	Sanlam	Sanlam 100 Year   Online Video Campaign		Bronze
Social Paid Advertising	King James Group	AB InBev	Not that Newlands	Newlands Spring Brewery	Gold
Social Paid Advertising	Hellocomputer, FCB Africa	Netflorist	#LoveEveryone	Netflorist Online Delivery	Silver
Use of CRM, Loyalty Programs & Gamification	Ogilvy	Vodacom	Shake Every Day	Brand	Gold
Use of CRM, Loyalty Programs & Gamification	Ogilvy	Volkswagen	#Marco #Polo	Polo	Gold
Use of CRM, Loyalty Programs & Gamification	Mobitainment, ARC South Africa, Asakhane	MARS Africa	Royco Rewards	Royco	Silver
Organic Search Marketing	Rogerswilco	WesBank	Dialling Down the Call Centre		Silver
Branded Content	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet	Silver
Branded Content	Net#work BBDO	Mercedes-Benz	Return to Chapman's Peak	S-Class	Silver
Branded Content	King James Group	Sanlam	Lives of Grace	Sanlam MyChoice Funeral Plan	Silver
Branded Content	King James Group	Sanlam	On Life and Bucket lists	Sanlam Investments	Bronze
Branded Content	King James Group	Sanlam	On Life and Longevity	Sanlam Investments	Bronze
Branded Content	King James Group	Sanlam	On Life and Planning	Sanlam Investments	Bronze
Branded Content	King James Group	Sanlam	On Life and Surprises	Sanlam Investments	Bronze
Branded Content	King James Group	Sanlam	Kwesta - Boomshakalaka	2 Minute Shower Songs	Bronze
Branded Content	King James Group	Sanlam	The 200 Year Old	Sanlam Financial Services	Bronze
Innovative use of Media	VML South Africa (Pty) Ltd	American Swiss Jewellers	Drop the Hint	Engagement Rings	Silver

Innovative use of Media	TBWA Hunt Lascaris Johannesburg	Tiger Brands	The Most Annoying Banner	Doom	Silver
Innovative use of Media	BrandTruth & Sprout & Ad Dynamo (SnapChat)	First National Bank, South Africa	FNB App 6.0 Snap Lens	FNB	Silver
Innovative use of Media	Joe Public Connect	South African Breweries	Your Business In Lights Billboard	SAB Entrepreneurship	Bronze
Paid Search Marketing	The MediaShop	Fishaways	Food for thought...	Fishaways	Bronze
Paid Search Marketing	VML South Africa (Pty) Ltd	Nando's	Nando's Ecommerce Shopping Ads	Full Chicken, Burgers, Chicken Platters	Bronze
Native Advertising	King James Group	Sanlam	The 200 Year Old	Sanlam Financial Services	Bronze
Email, Direct & Inbound Marketing	Gorilla	SA Natural Products	Survivor Tree- Email	Bio-Strath	Bronze
Use of Programmatic Media	VML South Africa (Pty) Ltd	American Swiss Jewellers	Drop the Hint	Engagement Rings	Bronze
Channel Innovation	VML South Africa (Pty) Ltd	American Swiss Jewellers	Drop the Hint	Engagement Rings	Bronze
<b>COMMUNITY CATEGORY</b>					
Use of User-Generated Content	VML South Africa (Pty) Ltd	Nando's	#GetItTogether	Full chicken and 4 sides	Silver
Social Media Campaigns	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet	Silver
Social Media Campaigns	VML South Africa (Pty) Ltd	Nando's	#GetItTogether	Full chicken and 4 sides	Silver
Social Media Campaigns	Ogilvy	KFC	KFC Black Fried-Day	KFC	Silver
Social Media Campaigns	Showmax & Sketchbook Studios	Showmax	Tali's Wedding Diary	Tali's Wedding Diary	Bronze
Social Media Campaigns	Showmax	Showmax	The Comedy Central Roast Of Somizi	The Comedy Central Roast Of Somizi	Bronze
Social Media Campaigns	Publicis	Mercedes-Benz	Hey, Mercedes	A-Class	Bronze
Social Media Campaigns	Ogilvy	Volkswagen	#Marco #Polo	Polo	Bronze
Social Media Campaigns	Ogilvy	Castle Lite	#HoldMyBeer	Castle Lite	Bronze
Influencer Marketing	Ogilvy	MultiChoice	Watch It Your Way	DStv Premium	Silver
Influencer Marketing	VML South Africa (Pty) Ltd	Absolut Vodka, Pernod Ricard South Africa	Absolut One Source Live	Absolut Vodka	Silver
Influencer Marketing	Ogilvy	Nimue	#NoMakeUpBride	Nimue	Bronze
Influencer Marketing	Publicis Machine	Martell Cognac	Martell VSSD Influencer Packs	Influencer Packs	Bronze
Social Communities	Publicis	Mercedes-Benz	Mercedes-Benz	Social Platforms	Bronze
Social Communities	Retroviral	RocoMamas	Smashing Social		Bronze
Use of User-Generated Content	Publicis	Mercedes-Benz	Hey Mercedes	A-Class	Bronze
<b>CRAFT CATEGORY</b>					
Craft - Software, Coding & Tech. Innovation	VML South Africa (Pty) Ltd	Nando's	Nando's App	iOS and Android App	Craft Gold
Craft - Software, Coding & Tech. Innovation	Publicis Machine	Stones	Stones BOT	Bottle Operated Table	Craft Silver
Craft - Online Video Production	King James Group	Sanlam	Conversations with Yourself	Sanlam	Craft Gold
Craft - Online Video Production	VML South Africa (Pty) Ltd	Absolut vodka	Africa on Fire	Vodka	Craft Gold
Craft - Online Video Production	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet	Craft Silver
Craft - Online Video Production	King James Group	Siemens	Fabric		Craft Bronze
Craft - Online Video Production	Net#work BBDO	Mercedes-Benz	Return to Chapman's Peak	S-Class	Craft Bronze
Craft - News or Feature Writing	24.com a Division of Media24	News24	News24 Land of Thirst	Land of Thirst: a 360 degree video experience by News24	Craft Silver
Craft - News or Feature Writing	24.com a Division of Media24	Netwerk24	The Steinhoff scandal	Netwerk24	Craft Silver
Craft - Interface Design	Hellocomputer, FCB Africa	Absa - L'Atelier	L'Atelier 2018	L'Atelier art competition	Craft Silver



Craft - Strategy	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet	Craft Silver
Craft - Strategy	King James Group	Sanlam	Conversations with Yourself	Sanlam Financial Products	Craft Silver
Craft - Strategy	VML South Africa (Pty) Ltd	Cipla South Africa	Bronki Boosters	Asthma Inhaler Casings, Comic Book, Animated Series, Instructional Videos.	Craft Silver
Craft - Strategy	Hellocomputer/FCB Africa	Unilever	Sunlight Since Since	Sunlight Laundry Bar	Craft Bronze
Craft - UX	Hellocomputer, FCB Africa	Absa - L'Atelier	L'Atelier 2018	L'Atelier art competition	Craft Silver
Craft - Social Media Community Management	VML South Africa (Pty) Ltd	Nando's	Bazothi "Azishe"		Craft Silver
Craft - Social Media Community Management	Retroviral	RocoMamas	Smashing Social		Craft Bronze
craft - Interactive Design	Publicis Machine	Stones	Stones BOT	Bottle Operated Table	Craft Silver
Craft - Marketing Copywriting	Showmax	Showmax	Tali's Wedding Diary	Tali's Wedding Diary	Craft Bronze
Craft - Marketing Copywriting	Hellocomputer/FCB Africa	South African Tourism	Bheki The Mbhaco Maker	South African Tourism	Craft Bronze
Craft - Digital Media	VML South Africa (Pty) Ltd	American Swiss Jewellers	Drop the Hint	Engagement Rings	Craft Bronze
<b>EMERGING DIGITAL TECHNOLOGIES CATEGORY</b>					
Customer Experience Design	Accenture	Nedbank	Nedbank Smart Geyser		Gold
Customer Experience Design	Hellocomputer, FCB Africa	Absa - L'Atelier	L'Atelier 2018	L'Atelier art competition	Bronze
Internet of Things	Accenture	Nedbank	Nedbank Smart Geyser		Gold
Bots, Messaging & Dark Social	King James Group	Sanlam	Lives of Grace	Sanlam My Choice Funeral Plan	Bronze
Interactive Mixed Media	King James Group	Sanlam	2 Minute Shower Songs Press Springbok Nude Girls	2 Minute Shower Songs	Bronze
Interactive Mixed Media	King James Group	Sanlam	2 Minute Shower Songs Press M Casa	2 Minute Shower Songs	Bronze
Interactive Mixed Media	King James Group	Sanlam	2 Minute Shower Songs Press Kwesta	2 Minute Shower Songs	Bronze
Interactive Mixed Media	Retroviral	M-NET	Outwit. Outplay. Outdoor	M-NET Survivor	Bronze
Interactive Mixed Media	Associated Media Publishing	Ready To Shop	Ready To Shop	Ready To Shop	Bronze
<b>PLATFORMS CATEGORY</b>					
Brand, Commercial & Retail Websites	King James Group	Sanlam	Conversations with Yourself	Sanlam Financial Products	Gold
Brand, Commercial & Retail Websites	Arc Interactive	Cell C Girl	Cell C Girl Website		Silver
Brand, Commercial & Retail Websites	Hellocomputer, FCB Africa	Absa - L'Atelier	L'Atelier 2018	L'Atelier art competition	Silver
Microsites	Hellocomputer, FCB Africa	Absa - L'Atelier	L'Atelier 2018	L'Atelier art competition	Silver
Microsites	King James Group	Sanlam	Shop for Good	Blue Ladder Schools	Bronze
Microsites	King James Group	Sanlam	Sanlam 100 Year   Microsite	Financial services	Bronze
Public Service & NPO platforms	Arc Interactive	HIVSA	Choma Website		Silver
Mobile Apps	Arc Interactive	Dis-Chem	Dis-Chem Mobile App		Silver
Mobile Sites	Mobi Media	Vodacom Soccer	SA's Best Football Platform		Silver
Brand, Commercial & Retail Websites	TBWA Hunt Lascaris Johannesburg	Tiger Brands	Make Them Stop	Doom	Bronze
Public Service & NPO platforms	Hellocomputer, FCB Africa	Western Cape Government	Raise your voice. Not your phone.	Department of Education	Bronze
Platform Innovation	Mobi Media	Vodacom Soccer	SA's Best Football Platform		Bronze
Platform Innovation	Mobitainment, ARC South Africa, Asakhane	MARS Africa	Royco Rewards	Royco	Bronze

PUBLISHING CATEGORY					
Online News Video	Tiso Blackstar Group (Pty) Ltd	TimesLIVE	Mapping the murder of Hannah Cornelius	MultimediaLIVE	Gold
Podcasts & Audio Streaming	Primedia Broadcasting	Eyewitness News	Poisonous Bullets	News	Gold
Online News Video	24.com a Division of Media24	News24	News24 video: Breaking news. First – and in video	News24 video	Silver
Online News Video	Primedia Broadcasting	Eyewitness News	The Zimbabwe Elections	News	Silver
Online News Video	SABC	SABC News	SABC News YouTube channel	Online news videos	Silver
Live Event Coverage	24.com a Division of Media24	News24	#ANCVotes	Live Event Coverage	Silver
News Innovation	24.com a Division of Media24	News24	News24 Land of Thirst	Land of Thirst: a 360 degree video experience by News24	Silver
Publisher Sites	24.com a Division of Media24	Business Insider South Africa	Business Insider South Africa	Business Insider South Africa	Bronze
Electronic Newsletters	24.com a Division of Media24	Business Insider South Africa	Business Insider South Africa	Business Insider South Africa	Bronze
SPECIAL HONOURS CATEGORY					
Best Digital Student	Raphael Janan Kuppasamy and Jenny Groenewald	VEGA			Black Pixel
Best Digital Youngster	Leon Mwandiringa	Clockwork			Black Pixel
Best Marketer	Holly Meadows	Editor in Chief, Cosmopolitan			Black Pixel
Best CTO	Clinton Bosch	Afrozaar			Black Pixel
Best Contribution to Transformation in the Digital Industry	Digify Africa	Digify Africa			Black Pixel
Pixel for Purpose	Road Accident Fund #Always Remember	Mortimer Harvey			Black Pixel
Best Online Journalist	Pauli van Wyk	The Daily Maverick			Black Pixel
Best Individual Contribution to Digital	Carmen Murray	Boo-Yah!			Black Pixel
Best Agency	King James Group				Black Pixel
Best Publisher	24 a Division of Media24				Black Pixel
Best Brand	Sanlam				Black Pixel

The 11th Annual Bookmark Awards were sponsored by Vicinity Media, DStv Media, G-Star and media partners: Media24, Business Live, The South African, IOL, AdJoin and Bizcommunity.

For more, look out for our coverage of the event over the course of the day and follow [#Bookmarks2019](#) on Twitter to see what you missed.

This year, the [IAB Summit](#) is taking place on 30 May at the Joburg Theatre in Braamfontein. [Click here](#) to buy tickets.

- **Urgent: Shape the future of South African digital marketing** 30 Apr 2024
- **Be part of this year's IAB South Africa Internet Advertising Revenue Report** 1 Mar 2024
- **IAB South Africa Bookmark Awards 2024 early bird entry extension** 28 Feb 2024
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- **Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event** 21 Jul 2022

#### IAB South Africa



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