

Arc Interactive wins big at the IAB Bookmarks 2019

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Johannesburg-based digital marketing agency, Arc Interactive, won three silver awards at last Thursday night's [IAB SA Bookmarks 2019 Awards](#) ceremony.



Arc team

The 11th annual ceremony, which took place at The Forum in Bryanston, awarded South Africa's digital marketing industry leaders in various categories.

Proud members of the IAB South Africa, Arc Interactive's first award of the night was awarded in the category for Brand, Commercial and Retail website, and the agency won Silver for their work on the CellCgirl website. CellCgirl launched in late 2018, as an extension of CellC's longstanding Take a Girl Child to Work Day initiative. The agency's second award was another Silver win in the Public Service & NPO Platform category for their work on the HIVSA [Choma website](#). Choma is an online magazine aimed at young girls in South Africa, with the mission of reducing youth HIV transmissions and teen pregnancy by providing education, inspiration and support to teens who are most at risk.



Just as the agency's team got done accepting their second award on-stage, they received their third- another Silver in the Mobile Apps category for their [Dis-Chem app](#). This app, which was launched in 2017, is the first of its kind in the South African pharmaceutical sphere allowing customers to order scripts digitally, set medical reminders, create shopping lists, use their loyalty card virtually and more.

Arc Interactive's core focus has been within the Non-Profit Organisation space, their work in which has not only received recognition and showcased their skills, but has also added real-life value to its users' lives.

"I'm proud to be a part of the company's progress, and to be involved in work that impacts young women's lives. Not only are we invested in the work that we do, but also in its larger impact." Julia Goller, Managing Partner at Arc Interactive.

Aside from the NPO space, Arc Interactive's diverse portfolio includes clients operating within the pharmaceutical industry, the airline industry and others.

The agency's young, vibrant and majority female team stands testament to the importance of working with creatives who can speak the language of your target market. The agency's strategists, designers, copywriters, project managers and developers work behind the scenes to make magic happen.

Last year, the agency won one Bronze award for their work on the Dis-Them app. This year, they won three Silver in three out of four awards categories they were nominated in, showing how they've grown from strength to strength. "It's amazing to see how much our agency has grown in the last few years. The awards we won last Thursday night recognised the hard work and dedication of our team, and we'll use them as motivation to continue delivering innovative, award-winning work for our clients." Luke Goller, Managing Partner at Arc Interactive.

To learn more about their award-winning work, visit Arc Interactive's [site](#) and find them on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).

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