

## All the finalists

Issued by IAB South Africa

The IAB Bookmark Awards, an IAB SA initiative, celebrates its 13th year of rewarding excellence in digital and recognising the powerful impact interactive has on the overall marketing mix.



The IAB Bookmark Awards, an IAB SA initiative, celebrates its 13th year of rewarding excellence in digital and recognising the powerful impact interactive has on the overall marketing mix. The Bookmark Awards sets the benchmark for tech, digital and leading edge innovation. The award-winning work inspires and educates the industry about the power to build brands through creative and high impact digital executions that deliver measurable results.

This year's categories include: Platforms, Communities, Channels, Emerging Digital Technologies, Publishing, Campaign, Craft and Special Honours.



## MARKETING & MEDIA

2021 Bookmarks Awards Jury share insights on state of digital IAB South Africa 28 Apr 2021

## The finalists are...

CAMPAIGN: DIGITAL STRATEGY			
Entrant	Title	Brand	Product
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg / Grid Worldwide	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
FCB Durban	Grandtrek Uncharted	Dunlop Tyres SA	Dunlop Tyres SA
Promise	Easter Egg Creds	Ab InBev	Castle Lite
Mediacom	Savanna Virtual Comedy Bar 2.0	Distell	Savanna Cider
VMLY&R South Africa	Soundscapes	WWF	Stewardship and Conservation Projects
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Microsoft	Xbox
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC

<

Digitas Liquorice	Hygienica	Unilever	Bright Future
		OTHEVEL	
CAMPAIGN: DIGITAL INT	EGRATED CAMPAIGN		
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
VMLY&R South Africa	Another Official Language	Hollard	Insurance
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
	KFC Masala Crunch	KFC	KFC Masala Crunch
Ogilvy South Africa		-	
Ogilvy South Africa	Whenever, Wherever	KFC	KFC Nuggets
CAMPAIGN: MOBILE CAI			
Hellosquare	Celebrate Everything	Tiger Brands	Tinkies
Vodacom	ShakeOff2020	Vodacom	ShakeOff2020
CAMPAIGN: BEST USE C	OF DATA		
Promise	Cold Tracker	Ab InBev	Castle Lite
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
Rogerwilco	Sales Funnel Optimisation	iWYZE	Insurance
	D MIXED MEDIA CAMPAIGN		1 
Mark1, Duke, Positive			
Dialogue	Dala Your Colour	Jive	Cool drinks
TBWA\Hunt Lascaris Johannesburg \ Grid Worldwide	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
TBWA\Hunt Lascaris Johannesburg	Make Time	1000 Women Trust	Cover up Krissy Doll
The Riverbed Agency	Passengers	Aware.org	Alcohol responsibility and education
Ogilvy South Africa	#NoExcuse RenewAll	Ab InBev	Carling Black Label
King James Group	The Olympian	Sanlam	Sanlam
VMLY&R South Africa	Another Official Language	Hollard	Insurance
King James Group	Sanlam   Now is the time to plan	Sanlam Group	Financial Services
Ogilvy South Africa	Whenever, Wherever	KFC	KFC Nuggets
CAMPAIGN: BREAK THR			
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg	Make Time	1000 Women Trust	Cover up Krissy Doll
TBWA Hunt Lascaris South Africa	Children	Datsun South Africa	Datsun Go
Joe Public United	Kentucky	Chicken Licken	Easybucks®
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Saatchi & Saatchi South Africa	Lockdown Whopper	Burger King	Brand
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
CAMPAIGN: BRANDED C		l	l
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg	Children	Datsun South Africa	Datsun Go
Joe Public Pty Limited	Kentucky	Chicken Licken	Easybucks®
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
	, , , ,	-	
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Joe Public Pty Limited	The Hungry Poet	Chicken Licken	Chicken Licken
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism

CHANNEL: PAID SEARCH MARKETING			
Shoprite Checkers PTY	Search	Checkers Sixty60	Checkers Sixty60
CHANNEL: ORGANIC SE		N 6) A (	MM/au Carlinguranas
NP Digital Sauce Advertising	MWay Car Insurance Organic Campaign Organic Search Kicks the Competition to the Kerb	MWay Famous Brands	MWay Car Insurance Kerbside Delivery
Rogerwilco	Searching Like Crazy	The Crazy Store	Retail
Incubeta	Driving Organic Success for Hyundai	Hyundai	Vehicles
CHANNEL: DISPLAY AD		пушиа	venicies
	Diski Like a Legend		
Mark1		Mondelez	Cadbury
Promise	Cold Tracker	Ab InBev	Castle Lite
Saatchi & Saatchi South Africa	Lockdown Whopper	Burger King	Brand
365 Digital Media Pty Ltd	Hold Myhunter - Super Billboard	Hunters	Red Apple
M&C Saatchi Connect	ENCOURAGING PEOPLE TO SELF-GIFT THE CARS THEY'VE ALWAYS WANTED	Toyota	Automark
CHANNEL: NATIVE ADVI	ERTISING		
24.com	KZN Has It All - Believe It!	Tourism KZN	Visit KwaZulu-Natal
CHANNEL: ONLINE VIDE	O SERIES		
TBWA \Hunt Lascaris Johannesburg	Exciting	Datsun South Africa	Datsun Go
10th Street & VSA	Get in the Game - NFL Super Bowl	ESPN Africa	Broadcaster
10th Street & VSA	Get in the Game - Football	ESPN Africa	Broadcaster
Joe Public Pty Limited	You Belong	AB In Bev	Brutal Fruit
Ogilvy South Africa	Champion Challenge	Ab InBev	Carling Black Label
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	Whenever, Wherever	KFC	KFC Nuggets
Ogily South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
0,		-	
VMLY&R South Africa	Starts with Hello	Hollard	Insurance
CHANNEL: CONTENT MA		1	
John Brown South Africa (Pty) Ltd	Capitec Move	Capitec	Capitec Move
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
John Brown South Africa (Pty) Ltd	SME Survival Guide	Old Mutual Corporate	Old Mutual Corporate SME   nine yards
VMLY&R South Africa	I'm Perfection	Edgars Beauty	Cosmetics
Wunderman Thompson South Africa	Turning data 'whys' into #Datawyze	Vodacom	Vodacom Social Media Platforms
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
King James Group	The Olympian	Sanlam	Sanlam
CHANNEL: SOCIAL PAIL		Canan	Canan
Machine	#DryJanuary with Heineken	Heineken South Africa	Heineken 0.0
Promise	Easter Egg Creds	Ab InBev	Castle Lite
Incubeta	The Hyundai Mcro-moment, Aways on Strategy.	Hyundai	Vehicles
Mark1, Duke, Positive	5 Seconds of Funny	Jive	Cool drinks
Dialogue		1	
Ogily South Africa	#NoEvouse The Brayest Thing	Ah InBey	Carling Black Label
Ogily South Africa	#NoExcuse The Bravest Thing	Ab InBev Nandos	Carling Black Label
VMLY&R South Africa	Community Management	Nandos	Mobile App
MLY&R South Africa HelloFCB+	Community Management Bouquets for Bros	Nandos Netflorist	Mobile App Flowers
VMLY&R South Africa	Community Management	Nandos	Mobile App
MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel	Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMC	Nandos Netflorist Unilever	Mobile App Flowers Hellmann's Mayonnaise
MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel CHANNEL: INNOVATIVE	Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMIC USE OF MEDIA	Nandos Netflorist Unilever RCL Foods	Mobile App Flowers Hellmann's Mayonnaise Bobtail
MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel	Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMC	Nandos Netflorist Unilever	Mobile App Flowers Hellmann's Mayonnaise
MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel CHANNEL: INNOVATIVE FCB Durban	Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMC USE OF MEDIA Grandtrek Uncharted	Nandos Netflorist Unilever RCL Foods Dunlop Tyres SA	Mobile App Flowers Hellmann's Mayonnaise Bobtail Dunlop Tyres SA

Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
Retroviral and 10th Street	My Body (Stand up)	1st for women	1st for women
CHANNEL: EMAIL, DIREC	T, INBOUND MARKETING		
	Email me.	OneDayOnly	Email marketing conversion and entertainment
	Personalised value, instantly with Checkers Xtra		
Shonrite Checkers	Savings	Checkers Xtra Savings	Offers for You
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Microsoft	Xbox
CHANNEL: DIGITAL INST	ALLATIONS		L
Ogily South Africa	KFC Buckarapa	KFC	KEC
Mark1 Duke Positive	Dala Your Colour	Jive	Cool drinks
CHANNEL: ONLINE VIDEO	0		L
Retroviral and Panther			
Punch	My Kreepy Teacher	Kreepy Krauly Chicken Licken	Kreepy Krauly Easybucks®
	Kentucky		•
	Everyone Is Talking About it	Chicken Licken	Easybucks®
	Soulful Nation	Chicken Licken	Brand
	They Walked So We Could Run	Converse	Brand
	The Sabbatical	Volkswagen South Africa	Touareg
	The Olympian	Sanlam	Sanlam
- ·	We're Open	Wesgro	Msit Cape Town and the Western Cape
	The Simple Song	Supersonic	Internet Service Provider
	Don't Panic Buy	Pick n Pay	Don't Panic Buy
Wunderman Thompson South Africa	iGrootman	BMW	330is Edition
King James Group	Wet Paint	AB InBev	Stella Artois Premium Beer
CHANNEL: USE OF CRM,	LOYALTY & GAMIFICATION		
Machine_	Sanlam Reality Lockdown Loyalty Programme	Sanlam Group	Sanlam Reality
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Microsoft	Xbox
Digitas Liquorice	Hygienica	Unilever	Bright Future
CHANNEL: CHANNEL INN	IOVATION		
	A Few Mnutes is Worth a Lifetime	South African National Blood Service (SANBS)	South African National Blood Service (SANBS)
		2.000 00	
Joe Public United	The Abused News	People Opposing Women Abuse (POWA)	Brand
	The Abused News Cold Tracker	People Opposing Women	Brand Castle Lite
Promise		People Opposing Women Abuse (POWA)	
Promise Promise	Cold Tracker	People Opposing Women Abuse (POWA) Ab InBev	Castle Lite
Promise Promise Digitas Liquorice	Cold Tracker Easter Egg Creds	People Opposing Women Abuse (POWA) Ab InBev Ab InBev	Castle Lite Castle Lite
Promise Promise Digitas Liquorice Ogilvy South Africa	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank	Castle Lite Castle Lite Business Banking
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC	Castle Lite Castle Lite Business Banking KFC
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor	Castle Lite Castle Lite Business Banking KFC Ster Kinekor
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks®
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions <b>CHANNEL: CAMPAIGN / N</b> Joe Public United Digitas Liquorice	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor	Castle Lite Castle Lite Business Banking KFC Ster Kinekor
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks®
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / M Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing ND AUDIO STREAMING	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing ND AUDIO STREAMING Are we there yet?	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing ND AUDIO STREAMING Are we there yet? A Few Mnutes is Worth a Lifetime	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National Blood Service (SANBS)	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA South African National Blood Service (SANBS)
Promise Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United The Riverbed Agency	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing ND AUDIO STREAMING Are we there yet? A Few Mnutes is Worth a Lifetime Passengers	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National Blood Service (SANBS) Aware.og	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA South African National Blood Service (SANBS) Acohol responsibility and education
Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA \ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United The Riverbed Agency WLY&R South Africa	Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing ND AUDIO STREAMING Are we there yet? A Few Mnutes is Worth a Lifetime	People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National Blood Service (SANBS)	Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA South African National Blood Service (SANBS)

Promise	Cold Tracker	Ab InBev	Castle Lite
Ogily Cape Town	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
Ogilw South Africa	KFC Buckarapa	KFC	KFC
COMMUNITY: SOCIAL CO		NC	
	DIVINUONI TIES		
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Wunderman Thompson South Africa	Vodacom Social Media Command Centre: Staying ahead of the curve	Vodacom	Vodacom Social Media Platforms
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
The Riverbed Agency	Sherlock Homes	Private Property	Property listing website
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
VMLY&R South Africa	Solidarity Fund	Nandos	Mobile App
VMLY&R South Africa	Community Management	Nandos	Mobile App
VMLY&R South Africa	Frenemies	Nandos	Mobile App
The Hardy Boys (A Wunderman Thompson	A Taste Of Mzansi	Unilever	Aromat
Company)			
King James Group	Bon Bon	Bon Appétit Petfood	Premium Cat Food
King James Group	TymeBank Social Communities	TymeBank	TymeBank
King James Group	inSync with the Stayfree® Sistahood	Johnson and Johnson	Stayfree® menstrual care
King James Group	Sanlam Social Communities	Sanlam	Sanlam
COMMUNITY: USE OF US	SER-GENERATED CONTENT		
TBWA\Hunt Lascaris		MTN Group Brand and	
Johannesburg / Grid Worldwide	Wear it for me	Marketing Communications	MTN Group
Mark1, Duke, Positive Dialogue	5 Seconds of Funny	Jive	Cool drinks
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
Joe Public United	Soulful Nation	Chicken Licken	Brand
	The Sabbatical	Volkswagen South Africa	Touareg
Ogilvy South Africa	The Sabbatical	voltowagen oodan vinoa	
Gorilla	The Huletts National Humthem	Huletts	Huletts Sugar
		-	-
Gorilla	The Huletts National Humthem	Huletts	Huletts Sugar
Gorilla Clockwork Digital (Pty) Ltd	The Huletts National Humthem Acer #InstaPitch	Huletts Acer	Huletts Sugar Acer
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up)	Huletts Acer Cleanipedia	Huletts Sugar Acer Cleanipedia Website
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS	Huletts Acer Cleanipedia 1st for women	Huletts Sugar Acer Cleanipedia Website 1st for women
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up)	Huletts Acer Cleanipedia	Huletts Sugar Acer Cleanipedia Website
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS	Huletts Acer Cleanipedia 1st for women	Huletts Sugar Acer Cleanipedia Website 1st for women
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential <b>COMMUNITY: SOCIAL M</b> Retroviral and Panther Punch	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher	Huletts Acer Cleanipedia 1st for women Kreepy Krauly	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential <b>COMMUNITY: SOCIAL M</b> Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Acohol responsibility and education
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Acohol responsibility and education Property listing platform
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency Showmax	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes Somizi & Mohale: The Union	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Alcohol responsibility and education Property listing platform Somizi & Mohale: The Union reality series
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax Volkswagen South Africa Rape Crisis Cape Town	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Acohol responsibility and education Property listing platform
Gorilla Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency Showmax Ogilvy South Africa	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes Somizi & Mohale: The Union The Drive to Defy Campaign Rape Page	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax Volkswagen South Africa Rape Crisis Cape Town Trust	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Acohol responsibility and education Property listing platform Somizi & Mohale: The Union reality series T-ROC Rape Crisis
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential <b>COMMUNITY: SOCIAL M</b> Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA\Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency Showmax Ogilvy South Africa Ogilvy South Africa	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes Somizi & Mohale: The Union The Drive to Defy Campaign Rape Page The Sabbatical	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax Volkswagen South Africa Rape Crisis Cape Town Trust Volkswagen South Africa	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Acohol responsibility and education Property listing platform Somizi & Mohale: The Union reality series T-ROC Rape Crisis Touareg
Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential <b>COMMUNITY: SOCIAL M</b> Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency Showmax Ogilvy South Africa Ogilvy South Africa Ogilvy South Africa	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes Somizi & Mohale: The Union The Drive to Defy Campaign Rape Page The Sabbatical The Olympian	Huletts Acer Cleanipedia 1st for women Ist for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax Volkswagen South Africa Rape Crisis Cape Town Trust Volkswagen South Africa Sanlam	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Alcohol responsibility and education Property listing platform Somizi & Mohale: The Union reality series T-ROC Rape Crisis Touareg Sanlam
Gorilla Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWAHunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency Showmax Ogilvy South Africa Ogilvy South Africa Cogilvy South Africa King James Group HelloFCB+	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes Somizi & Mohale: The Union The Drive to Defy Campaign Rape Page The Sabbatical The Olympian Bouquets for Bros	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax Volkswagen South Africa Rape Crisis Cape Town Trust Volkswagen South Africa Sanlam Netflorist	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Alcohol responsibility and education Property listing platform Somizi & Mohale: The Union reality series T-ROC Rape Crisis Touareg Sanlam Flowers
Gorilla Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential <b>COMMUNITY: SOCIAL M</b> Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA\Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency Showmax Ogilvy South Africa Ogilvy South Africa Cogilvy South Africa King James Group HelloFCB+ Wunderman South Africa	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes Somizi & Mohale: The Union The Drive to Defy Campaign Rape Page The Sabbatical The Olympian Bouquets for Bros SA's Hidden Heroes	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax Volkswagen South Africa Rape Crisis Cape Town Trust Volkswagen South Africa Sanlam Netflorist	Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite Acohol responsibility and education Property listing platform Somizi & Mohale: The Union reality series T-ROC Rape Crisis Touareg Sanlam Flowers Vodacom Summer
Gorilla Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWAHunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise The Riverbed Agency The Riverbed Agency Showmax Ogilvy South Africa Ogilvy South Africa Cogilvy South Africa King James Group HelloFCB+	The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call Passengers Sherlock Homes Somizi & Mohale: The Union The Drive to Defy Campaign Rape Page The Sabbatical The Olympian Bouquets for Bros	Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev Aware.org Private Property Showmax Volkswagen South Africa Rape Crisis Cape Town Trust Volkswagen South Africa Sanlam Netflorist	Huletts Sugar         Acer         Cleanipedia Website         1st for women         Kreepy Krauly         Chivas Regal         MTN Group         RWC Anniversary         Castle Lite         Acohol responsibility and education         Property listing platform         Somizi & Mohale: The Union reality series         T-ROC         Rape Crisis         Touareg         Sanlam         Flowers

Gorilla	The Huletts National Humthem	Huletts	Huletts Sugar
Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Digitas Liquorice	Dinner in Dark	Unilever	Hellmann's Mayonnaise
Ogilw South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
COMMUNITY: ONLINE VI	· ·		
Ogilw South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
COMMUNITY: INFLUNCE	, , , ,	Volkswagen Oodan Ainea	
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Ogilvy South Africa	#NoExcuse RenewAl	Ab InBev	Carling Black Label
VMLY&R South Africa	I'm Perfection	Edgars Beauty	Cosmetics
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19
The Hardy Boys	Share Your Mess	Cleanipedia	Cleanipedia Website
King James Group	inSync with the Stayfree® Sistahood	Johnson and Johnson	Stayfree® menstrual care
COMMUNITY: SOCIAL M			
Hellosquare	Celebrate Everything	Tiger Brands	Tinkies
The Riverbed Agency	Passengers	Aware.org	Acohol awareness and education
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Clockwork Digital (Pty) Ltd	Acer #InstaPitch	Acer	Acer
Ogilw South Africa	KFC Instagame	KFC	KFC Nuggets
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
CRAFT: MARKETING CO	·	14.0	
OneDayOnly	Was it something we said?	OneDayOnly	Daily Deals e-commerce write-ups
Joe Public United	Soulful Nation	Chicken Licken	Brand
Joe Public United	The Hungry Poet	Chicken Licken	Brand
VMLY&R South Africa	Community Management	Nandos	Mobile App
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ring James Group		Rape Crisis Cape Town	
Ogilvy South Africa	Rape Page	Trust	Rape Crisis
Ogilvy South Africa	The Drive to Defy Campaign - Kitty	Volkswagen South Africa	T-ROC
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
CRAFT: NEWS OR FEAT			
24.com	The big picture: How SA fumbled securing crucial Covid-19 vaccines	News24	Investigation
24.com	ANALYSIS   SA's toxic triad invades Senekal: Rampant violence, broken justice, cynical politics	News24	Analysis
24.com	Norma Gigaba and Nompumelelo Ntuli-Zuma: A tale of two wives	News24	Feature article
24.com	Tammy Petersen: Body of work reporting on Exodus: Uncovering a cult in KwaZulu-Natal	News24	News24
CRAFT: INTERFACE DES	SIGN		·
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
Studio Malvah PTY LTD	Studio Malvah Digital Showcase	Studio Malvah	Studio Malvah Digital Showcase
MakeReign	Parsons Branding Website	Parsons Branding	Brand Strategy & Design Studio
	DING & TECH INNOVATION		
Promise	Cold Tracker	Ab InBev	Castle Lite
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
CRAFT: STRATEGY			
FCB Durban	Grandtrek Uncharted	Dunlop Tyres SA	Dunlop Tyres SA
Ogilvy South Africa	#NoExcuse RenewAll	Ab InBev	Carling Black Label
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
CRAFT: UX			
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
MakeReign	The new shelflife.co.za	Shelflife	Streetwear Retailer
MakeReign	Parsons Branding Website	Parsons Branding	Brand Strategy & Design Studio
CRAFT: ONLINE VIDEO			<del>_</del>

Retroviral and Panther			
Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
Joe Public United	Everyone Is Talking About it	Chicken Licken	Easybucks®
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
HelloFCB+	How are you?	City of Cape Town	Mental Health
Ogilw South Africa	The Drive to Defy Campaign - Kitty	Volkswagen South Africa	T-ROC
Ogilvy South Africa	The Drive to Defy Campaign - Mandisa	Volkswagen South Africa	T-ROC
	, , , ,	voiks wagen South Airica	1-ROC
		Manufac	Addetter Area
VMLY&R South Africa	Community Management	Nandos	Mobile App
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
CRAFT: DIGITAL MEDIA			-
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19
Rogerwilco & Metamedia	Test & Learn	Nestle	Nescafe Dolce Gusto
CRAFT: USE OF SOUND		1	
Joe Public United	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)	South African National Blood Service (SANBS)
VMLY&R South Africa	Soundscapes	WWF	Stewardship and Conservation Projects
CRAFT: DIGITAL CONTE	· ·	<u> </u>	
Retroviral and Panther	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
Punch			
24.com	See the Bigger Picture with Nedbank	Nedbank	Nedbank Business Banking
John Brown South Africa (Pty) Ltd	Capitec Move!	Capitec	Capitec Move
John Brown South Africa (Pty) Ltd	SME Survival Guide	Old Mutual Corporate	Old Mutual Corporate SME   nine yards
Digitas Liquorice	Bigger Picture Business Banking	Nedbank	Business Banking
Wunderman Thompson South Africa	Turning data 'whys' into #Datawyze through content marketing	Vodacom	Vodacom Social Media Platforms
EMERGING DIGITAL TEC	CHNOLOGIES & CHANNELS: VIRTUAL REALITY	(VR) & AUGMENTED RI	EALITY (AR)
Joe Public United	The Abused News	People Opposing Women Abuse (POWA)	Brand
Joe Public United Aegis Media Central Services (Pty) Ltd	The Abused News Absa Snapchat Augmented Reality Game		Brand Transactional Banking
Aegis Media Central Services (Pty) Ltd		Abuse (POWA) Absa	brand
Aegis Media Central Services (Pty) Ltd	Absa Snapchat Augmented Reality Game	Abuse (POWA) Absa	brand
Aegis Media Central Services (Pty) Ltd <b>EMERGING DIGITAL TEC</b> Promise	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker	Abuse (POWA) Absa NGS Ab InBev	Transactional Banking
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN	Transactional Banking Castle Lite
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode	Abuse (POWA) Absa NGS Ab InBev	Transactional Banking
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank	Transactional Banking Castle Lite Nedbank Cup Fanmode
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMME OneDayOnly	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day.	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMMEN OneDayOnly MakeReign	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMMEN OneDayOnly MakeReign	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day.	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMME OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMMEI OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform Streetwear Store
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMME OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa PLATFORMS: WEB APPS	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform Streetwear Store
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMME OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa PLATFORMS: WEB APPS	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time S Multi-Location Marketing Technology	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife 1000 Women Trust	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform Streetwear Store Cover up Krissy Doll
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMME OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa PLATFORMS: WEB APPS Social Places	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time S Multi-Location Marketing Technology	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife 1000 Women Trust	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform Streetwear Store Cover up Krissy Doll
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMME OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa PLATFORMS: WEB APPS Social Places PLATFORMS: MOBILE A	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time S Multi-Location Marketing Technology PPS	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife 1000 Women Trust Social Places	Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform Streetwear Store Cover up Krissy Doll Marketing Tech Platform
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMMEI OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa PLATFORMS: WEB APPS Social Places PLATFORMS: MOBILE A So Interactive	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time S Multi-Location Marketing Technology PPS HOMi App	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife 1000 Women Trust Social Places HOMi	Transactional Banking Castle Lite Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform Streetwear Store Cover up Krissy Doll Marketing Tech Platform Home Rental Management Solution
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMMEI OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa PLATFORMS: WEB APPS Social Places PLATFORMS: MOBILE A So Interactive Naked	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time S HOMi App Naked App	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife 1000 Women Trust Social Places HOMi Naked	Transactional Banking Castle Lite Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch Branding Design Studio Daily Deals e-commerce platform Streetwear Store Cover up Krissy Doll Marketing Tech Platform Home Rental Management Solution Naked App
Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa MakeReign PLATFORMS: E-COMME OneDayOnly MakeReign PLATFORMS: PUBLIC SI TBWA\Hunt Lascaris South Africa PLATFORMS: WEB APPS Social Places PLATFORMS: MOBILE A So Interactive Naked Promise and Fell+Co.	Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch Parsons Branding Website RCE SITES OneDayOnly. The best deals today, and every other day. The new shelflife.co.za ERVICE & NPO PLATFORMS Make Time S HOMi App Naked App A Story of Courage	Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC Parsons Branding OneDayOnly Shelflife 1000 Women Trust Social Places HOMi Naked Rand Merchant Bank	Brand         Transactional Banking         Castle Lite         Nedbank Cup Fanmode         Home Rental Management Solution         KFC Masala Crunch         Branding Design Studio         Daily Deals e-commerce platform         Streetwear Store         Cover up Krissy Doll         Marketing Tech Platform         Home Rental Management Solution         Naked App         Rowing South Africa Sponsorship

Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Digitas Liquorice	Hygienica	Unilever	Bright Future
PLATFORMS: PLATFO	M INNOVATION		
Vachine	Sanlam Connect StoryStackr	Sanlam Group	Sanlam Internal Communications
Promise	Cold Tracker	Ab InBev	Castle Lite
NJOZI & Joe Public United	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
Guerilla	AmaMeme - Mzansi's Freshest Memes by DStv	DStv	AmaMeme platform
Shoprite Checkers PTY _TD	Checkers Sixty60 - In-store shopper app	Checkers Sixty60	Checkers Sixty60 in-store shopper app
_evergy	Nedbank Cup Fanmode	Nedbank	Nedbank Cup Fanmode
Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Dgilvy South Africa	KFC Buckarapa	KFC	KFC
	EE EXPERIENCE PLATFORM		
Vachine	Sanlam Internal Communications	Sanlam Group	Sanlam Internal Communications
Bluegrass Digital	Bio-Oil Internal Brand Communication Platform	Union Swiss	Bio-Oil
Bluegrass Digital	B2B Mobile App Brand Community Platform	Union Swiss	Bio-Oil
<u> </u>	ER EXPERIENCE DESIGN		
So Interactive	HOMi App	HOMi	Home Rental Management Solution
Promise	Cold Tracker	Ab InBev	Castle Lite
Shoprite Checkers PTY	Checkers Sixty60 - 60 minute grocery delivery app	Checkers Sixty60	Checkers Sixty60
PUBLISHING: PUBLISH	ER SITES		
24.com	News24	News24	News24
New Media	Vodacom now! blog	Vodacom	vodacom
	IST PUBLISHER SITES		100000TT
24.com	We Remember	News24	Covid-19: We Remember by News24
24.com	Exodus   Uncovering a cult in KwaZulu-Natal	News24	Exodus: ANews24 specialist website
PUBLISHING: MOBILE		N 04	
24.com	News24: Covid-19 Dashboard	News24	News24: Covid-19 Dashboard
24.com	Killing Kinnear	News24	News24 investigation
24.com	News24 Mobile	News24	News24
PUBLISHING: ELECTRO			
24.com	Friday Briefing	News24	Weekly newsletter published every Friday.
New Media	Vodacom now! Blog	Vodacom	Vodacom
PUBLISHING: DATA ST	ORIES		
24.com	News24: Covid-19 Dashboard	News24	A single-page resource for the latest availabl official Covid-19 information for South Africa.
Netwerk24	Covid-19 Dashboard - Netwerk24	Netwerk24	Dashboard of all the latest Covid-19 statistic
PUBLISHING: ONLINE	NEWS VIDEO		
24.com	DOCUMENTARY   Exodus: Uncovering a cult in KwaZulu-Natal	News24	News24 documentary
24.com	News24 Video	News24	News24 Video
Arena Holdings (Pty) Ltd	Table Mountain Killer	TimesLIVE	How the 'Table Mountain Killer' operated and how he was caught
Primedia Broadcasting	The first month of coronavirus in SA	Eyewitness News	The first month of coronavirus in SA
Primedia Broadcasting	The Brendin Horner story – Senekal	Eyewitness News	The Brendin Horner story – Senekal
PUBLISHING: LIVE EVE	•		
24.com	News24 coronavirus live update	News24	News24 live update
24.com	News24 protest action live update	News24	News24 live update
24.com	Covid-19 briefings: Up-to-date information, analysis, and insight	News24	News24
	TS & AUDIO STREAMING		
24.com	Missing Matthew	News24	News24 podcast
	Exodus   Uncovering a cult in KwaZulu-Natal	News24	News24 podcast
24.com			
Arena Holdings (Pty) Ltd	Boots on the Ground	TimesLIVE	Boots on the Ground podcast series
Primedia Broadcasting	The Broken Rainbow	Eyewitness News	Eyewitness News podcast
PUBLISHING: NEWS IN	NOVATION		
24.com	Killing Kinnear	News24	News24 investigation
Arena Holdings (Pty) Ltd	Tales from Begaja	TimesLIVE	Tales from Begaja

- " 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
- " IAB SA's new white paper: A roadmap for influencer marketing 21 Feb 2024
- " Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event 21 Jul 2022

## **IAB South Africa**



The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital media and marketing industry within South Africa.

Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com