

Judges for 2016 Bookmark Awards announced

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Following the recent deadline for entries to the prestigious IAB Bookmark Awards, the IAB SA has announced the judges panel to determine the ultimate prize-winners for 2016.



The annual awards continue to entrench digital marketing as a continuously evolving and ever-growing medium, as adjudicated by a panel of industry experts from across the digital spectrum. The Bookmark Awards have steadily grown in importance on the local calendar, and the quality of this year's judging panel is a reflection of this progress.

John Dixon, CEO of Saatchi & Saatchi Brandstock, in his role as the Jury President, will oversee all judging assisted by three Jury Chairs in the publishers, marketers and builders divisions - including Deirdre Ingpen, head of commercial at 24.com; and Kerry Friend,

executive creative director at Isobar SA.

"It is exciting to once again be a part of the Bookmarks jury. Together with the strong panel of judges, I look forward to seeing the innovation and creativity present in this year's entries," says John.

John is a board member of the Association of Communication Agencies (ACA), has served on the Financial Mail Adfocus and Finweek AdReview jury panels and is once again acting as the Jury President of the Bookmark Awards.

Kerry heads the innovation programme NowLab, aimed at accelerating innovation through technology. Deirdre has been head of commercial for South Africa's largest digital publisher for four years, giving her an excellent grasp of the digital publishing industry and where it is going.

The first of two rounds of judging takes place remotely, where judges independently score entries online. In the second round, the judges discuss and debate each entry before allocating final scores. Final scores are to be signed off by the Jury President.

"We are excited about the quality of this year's entries and to showcase the innovative ways in which digital advertisers adapt to a rapidly changing industry. We believe that our panel of judges will bring unique and interesting perspectives to this year's awards, owing to their various roles and experience within the industry," says Josephine Buys, IAB SA CEO.

Judges for the marketers panel:

Paul Binikos, Quirk
Nkanyezi Masango, Y&R
Pete Case, Gloor @ Ogilvy
Phillip Ireland, Ireland Davenport
Bronwen Aurret, Metropolitan Republic
Eric van Rookhuyzen, MEC Global
Nalisha Laloo, Pernot Ricard
Muzi Khuzwayo, Freelance
Dan Pinch, King James/Society
Ryan McManus, Native VML
Ben Evans, Ogilvy

Judges for the builders panel:

Camilla Clerke, hellocomputer
Gareth McPherson, Publicis Machine
Shaune Jordaan, Saatchi & Saatchi Synergize
Sammy-Jane Every, World Wide Creative
Antonio Petra, Rocketseed
Kabelo Moshapalo, TBWA Digital Arts Network
Miles Murphy, Liquorice
Ivo Brodnik, Freelance
Jakes Redelinghuys, Rogerwilco
Andy Gilder, Publicis Mahcine

Judges for the specialist panel:

Hannes Prinsloo, Opera
Yaron Assabi, MMA
Alex van Tonder, Woolworths
Andy Gilder, Publicis Machine
Matthew Arnold, Native VML
Leila Davies, WWC
Graeme Stiles, Quirk
Victoria Smith, Saatchi & Saatchi Synergize
John Beale, MECGlobal
Natasha Fourie, TheSpaceStation
Brent Tollman, MemeGlobal: Africa
Melissa Attree, Ogilvy
Warren Moss, Demographics
Brian Carter, Liquorice
Stephen Buchanan, Manmademedia
Dylan Kruger, M&C Saatchi Abel
Ruaan Uys, Isobar
Prof. Melius Weideman, Cape Peninsula University of Technology
Willem Labu, Flint n Tinder
Evan Summers, Saratoga Software

Judges for the publishers panel:

Claire Cobbledick, Gumtree
Marc du Plessis, Caxton
Lisa MacLeod, TMG
Wesleigh Lloyd , Metropolitan Republic
Alistair Fairweather, Publicis Machine
Moshoeshoe Monare, Times Media
Annel Malan, eNCA
Peta Krost-Maunder, Freelance
Tanya Pampalone, Conversation Africa

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