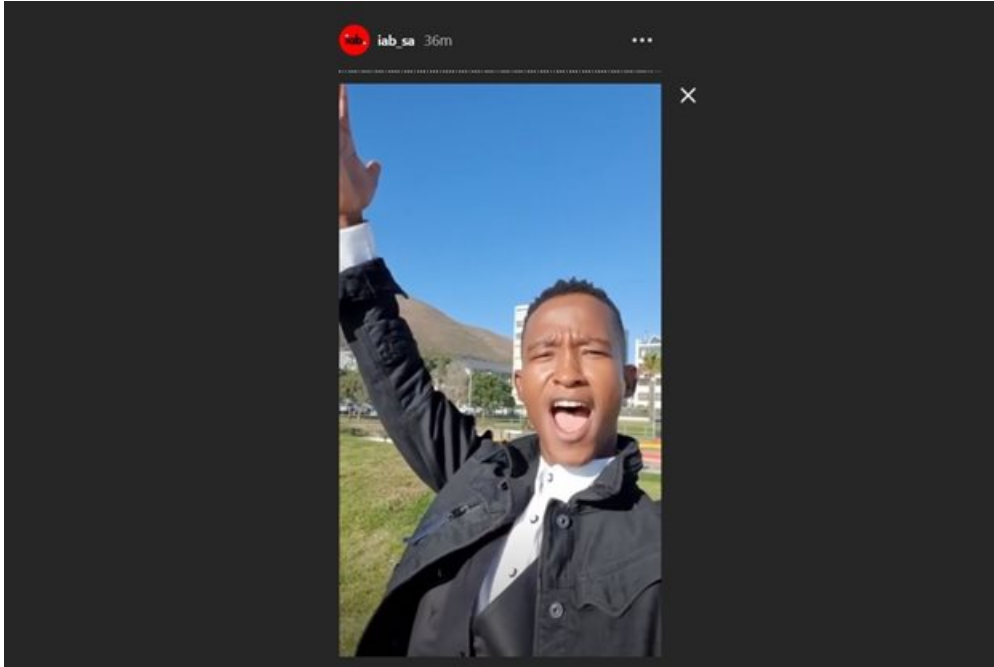


Winners announced!

The winners for the 2020 Bookmark Awards have been announced! This year, due to the coronavirus outbreak, the 12th annual Bookmarks celebration was hosted via the IAB SA's digital channels and local press network. The virtual event took place on 19 March 2020.



Bookmarks 2020 host Katlego Maboe announcing the Digital Agency of the Year.

The Bookmarks' 90 diverse judges assessed the entries based on stringent, results-based criteria culminating 139 winners that are truly representative of the South African digital landscape. The 2020 results included 15 Gold Pixels, 47 Silver Pixels and 67 Bronze awards across 71 categories.

The Bookmarks are a true celebration of young, emerging talent in the digital industry. Nosipho Maseko from Joe Public Connect walked away with the award for Best Digital Youngster and Jessica van der Westhuyzen, head of digital and performance at OneDayOnly won the award for Best Digital Marketer. While Kyle Gounden and Lesego Molaudi from IIE-Vega were honoured as the best digital students.

CEO of the IAB SA, Paula Hulley comments:

“ It is exciting to see South Africa's future leaders front and centre of the Awards this year, including the launch of Front Row at the 2020 Bookmarks. Front Row aims to further increase our engagement with the future leaders of our industry while bringing in a fresh and different perspective to the IAB SA as a whole. Platforms like the 2020 Bookmark Awards, Front Row and Youth Action Council aim to provide easier access to information and platforms of engagement while creating valuable collaborative spaces and the opportunity to 'sit at the table' with seasoned industry leaders at the highest level. ”

Transformation was high on the agenda at the awards, with Joe Public United 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 Musa Kalenga of House of Brave.

#BehindtheSelfie with... Musa Kalenga

Leigh Andrews 28 Mar 2018





Creativity with a social conscience was a strong theme with Ogilvy and Rape Crises awarded the Pixel for Purpose award for its #SpeakToUs campaign and Thomas Holder from Primedia Broadcasting winning the award for Best Online Journalist.

Andrea Quaye, 2020 Bookmarks jury president concludes:

“ To win at the Bookmarks demonstrates excellence in achieving business results through the power of digital. It has been incredible to see the inspiring work awarded this year, that stands out for its innovation, creativity, impact and effectiveness. The 2020 Bookmarks has recognised the best in digital from the year gone by, while signalling the future of digital excellence and succeeding in the digital economy. Congratulations to all the 2020 Bookmarks winners. ”

CAMPAIGN CATEGORY				
DIGITAL STRATEGY				
Award	Company	Brand	Product	Title
Gold	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehersal for Unbound
Silver	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No Mbore

Silver	The Odd Number	Nedbank	Nedbank Brand & Advertising	Nedbank Money Secrets
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Bronze	Joe Public Connect	Jet	Women's Health	The Great Stigma Clearance
Bronze	Digitas Liquorice	Unilever	Knorr	Takeaway Takeover
CONTENT STRATEGY				
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Bronze	King James Group	TymeBank	GoalSave	Broke By
Bronze	DUKE Mark1 Positive Dialogue Communications	The Heart & Stroke Foundation South Africa	Anti-vaping	Fighting fake news with fake(ish) news
DIGITAL INTEGRATED CAMPAIGN				
Silver	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
Silver	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Silver	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do
Bronze	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Bronze	Hellocomputer, FCB Joburg (Pty) Ltd	Absa	Recruitment	The Human Quantum Computer
Bronze	Wunderman Thompson South Africa	Mondelez	PS Chocolate Bars	PS Mzansi Love Songs
MOBILE CAMPAIGN				
Silver	Digitas Liquorice	Distell	Scottish Leader	I See A Different You
Bronze	Digitas Liquorice	Unilever	Knorr	Takeaway Takeover
BEST USE OF DATA				
Gold	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
Bronze	MOBILE et al	FEDHEALTH	flexiFED	FEDHEALTH Made For You
INTEGRATED MIXED MEDIA CAMPAIGN				
Silver	Joe Public Connect	Chicken Licken	SoulSister® Party 4	When a Sister Needs Some Soul
Silver	Showmax	Showmax	The Girl From St. Agnes	The Girl From St. Agnes
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Silver	Ogilvy	Mondelez	Cadbury	Remarkable Regifts
Silver	Ogilvy	Investec	Brand	The Human Search Bar
Bronze	Joe Public Connect	Chicken Licken	Big John™	The Legend of Big John
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do
Bronze	VMLY&R South Africa	Edgars Winter	Retail	Break Out
Bronze	Joe Public Connect	Jet	Women's Health	The Great Stigma Clearance
Bronze	Joe Public Connect	Amnesty International	Amnesty International	Sign the Smile
BREAK THROUGH ON A BUDGET				
Gold	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Silver	Saatchi & Saatchi	Nude Foods	Nude Foods	Nude Your Food
BRANDED CONTENT				
Silver	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Silver	Ogilvy, Mindshare & Cali4ways Games	KFC South Africa	KFC	KFC - Boet Fighter
Bronze	Joe Public Connect	Chicken Licken	SoulSister® Party 4	When a Sister Needs Some Soul
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do
CHANNEL CATEGORY				
PAID SEARCH MARKETING				
Bronze	Conversion Science	TEARS Animal Rescue	Pet Adoption	TEARS - Adopt Don't Shop
ORGANIC SEARCH MARKETING				
Bronze	Jellyfish	The Mattress Warehouse	Mattresses & Accessories	Competitive Cut-Through
DISPLAY ADVERTISING				
Silver	VMLY&R South Africa	Nando's	Restaurant dine-in	The Nando's Load Shedding Ad
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
ONLINE VIDEO SERIES				
Bronze	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
ONLINE VIDEO SERIES				
Bronze	The Mediashop	Maybelline	Tattoo Brow Peel Off Tint	Maybelline Tattoo Brow

INNOVATIVE USE OF MEDIA				
Silver	TBWA Hunt Lascaris Johannesburg (Pty)	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
Silver	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
Bronze	TBWA Hunt Lascaris Johannesburg	Datsun South Africa	Go	Twitter Tug of War
Bronze	Ogilvy	ABInBev Africa	Carling Black Label	IsiZathu
EMAIL, DIRECT & INBOUND MARKETING				
Bronze	Publicis Machine	Sealand	Sustainable Invite	Sealand Sustainable Invite
USE OF PROGRAMMATIC MEDIA				
Bronze	Mark1	Food Lover's Market	Groceries	Break the Traditional Tradition!
DIGITAL INSTALLATIONS & ACTIVATIONS				
Silver	INJOZI and Mojanation	Cadbury	Cadbury Limited Edition Slabs	Cadbury Martians
Silver	Ogilvy	ABInBev Africa	Carling Black Label	#BodyCount
Bronze	VMLY&R South Africa	Edgars Winter	Retail	Break Out
ONLINE VIDEO				
Gold	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Silver	King James Group	ABInBev	Corona	Street Surfers
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Bronze	Publicis	Mercedes-Benz	C 63 S	Stories of Speed
Bronze	TBWA Hunt Lascaris Johannesburg	Okavango Diamond Company	The Okavango Blue Diamond	The Light at The Start of Everything, Written by Iain Thomas
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do
CHANNEL INNOVATION				
Silver	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Bronze	TBWA Hunt Lascaris Johannesburg	Datsun South Africa	Go	Twitter Tug of War
Bronze	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
CAMPAIGN MICROSITES				
Bronze	Joe Public Connect	Amnesty International	Amnesty International	Sign the Smile
BOTS, MESSAGING AND DARK SOCIAL				
Silver	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
COMMUNITIES CATEGORY				
SOCIAL COMMUNITIES				
Silver	VMLY&R South Africa	Nando's	Nando's Brand	Nando's Social Community
Silver	King James Group	TymeBank	TymeBank	TymeBank Social Communities
USE OF USE-GENERATED CONTENT				
Gold	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Gold	Wunderman Thompson South Africa	Mondelez	PS Chocolate Bars	PS Mzansi Love Songs
Gold	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
SOCIAL MEDIA CAMPAIGNS				
Gold	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
Silver	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Bronze	TBWA Hunt Lascaris Johannesburg	Datsun South Africa	Go	Twitter Tug of War
Bronze	Showmax	Showmax	Game Of Thrones	Game Of Thrones The Night's Watch
Bronze	TBWA Hunt Lascaris Johannesburg	MTN South Africa	Made for Home 120gig	#StreamingorDreaming
INFLUENCER MARKETING				
Silver	King James Group	Netflix	The Umbrella Academy	Super influencers
SOCIAL MEDIA INNOVATION				
Bronze	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
Bronze	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
CRAFT CATEGORY				
EXCELLENCE IN MARKETING COPYWRITING				
Craft Silver	TBWA Hunt Lascaris Johannesburg	Okavango Diamond Company	The Okavango Blue Diamond	The Light at The Start of Everything, Written by Iain Thomas
Craft Silver	Ogilvy	Investec	Brand	The Human Search Bar

Craft Bronze	Ogilvy	Mondelez	Cadbury	Remarkable Regifts
EXCELLENCE IN NEWS OR FEATURE WRITING				
Craft Silver	News24	24.com	News24	Gang Wars
EXCELLENCE IN RESEARCH				
Craft Silver	DYDX	Smollan	Gcwalisa	Gcwalisa
EXCELLENCE IN INTERFACE DESIGN				
Craft Silver	MakeReign	Pineapple insurance	Peer to Peer Insurance	Insurance with a snap
Craft Bronze	MakeReign.	MakeReign	Digital Design Studio	Introducing MakeReign on the global stage
Craft Bronze	MakeReign	Wolf&Whale	Digital Design Consultancy	Making an International splash for Wolf&Whale
EXCELLENCE IN SOFTWARE, CODING & TECHNICAL INNOVATION				
Craft Gold	INJOZI	Datsun South Africa	Datsun GO	Datsun Twitter Tug of War
Craft Silver	INJOZI	Cadbury	Cadbury Limited Edition Slabs	Cadbury Martians
Craft Bronze	MOBILE et al, CHEESE et al	FEDHEALTH	flexiFED	FEDHEALTH Made For You
EXCELLENCE IN STRATEGY				
Craft Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Craft Bronze	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
EXCELLENCE IN UX				
Craft Silver	MakeReign	Pineapple insurance	Peer to Peer Insurance	Insurance with a snap
Craft Bronze	MakeReign.	MakeReign	Digital Design Studio	Introducing MakeReign on the global stage
EXCELLENCE IN ONLINE VIDEO PRODUCTION				
Craft Gold	King James Group	ABInBev	Corona	Street Surfers
Craft Gold	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Craft Bronze	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
Craft Bronze	Iconic	Red Bull	Red Bull Racing	Cape Town Cruise
Craft Bronze	Ogilvy	Investec	Brand	The Human Search Bar
EXCELLENCE IN SOCIAL MEDIA COMMUNITY MANAGEMENT				
Craft Silver	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
Craft Bronze	VMLY&R South Africa	Nando's	Nando's Brand	Nando's Social Community
EXCELLENCE IN DIGITAL MEDIA				
Craft Silver	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
EXCELLENCE IN USE OF SOUND				
Craft Silver	Gorilla	AXE	Axe Deodorant	Axe Level Up
Craft Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Craft Bronze	Hellocomputer, FCB Joburg (Pty) Ltd	Absa	Recruitment	The Human Quantum Computer
Craft Bronze	Wunderman Thompson South Africa	Mondelez	PS Chocolate Bars	PS Mzansi Love Songs
EXCELLENCE IN INTERACTIVE DESIGN				
Craft Bronze	Hellocomputer, FCB Joburg (Pty) Ltd	Absa	Recruitment	The Human Quantum Computer
EMERGING DIGITAL TECHNOLOGIES AND CHANNELS CATEGORY				
INTERNET OF THINGS				
Gold	DYDX	Smollan	Gcwalisa	Gcwalisa
ARTIFICIAL INTELLIGENCE				
Gold	MakeReign	Pineapple insurance	Peer to Peer Insurance	Insurance with a snap
SECOND SCREEN CAMPAIGN				
Silver	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
INTERACTIVEMIXED MEDIA				
Bronze	Ogilvy	ABInBev Africa	Carling Black Label	IsiZathu
PLATFORMS CATEGORY				
BRAND, COMMERCIAL & RETAIL WEBSITES				
Silver	MakeReign	MakeReign	Digital Design Studio	Introducing MakeReign on the global stage
Bronze	Ogilvy	Investec	Brand	The Human Search Bar
WEB APPS				
Bronze	Digitas Liquorice	Unilever	Knorr	Goodness Calendar
MOBILE APPS				
Gold	MakeReign	Pineapple Insurance	Peer to Peer Insurance	Insurance with a snap
Bronze	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation

GAMES				
Bronze	INJOZI and FoxP2 CT	SAMPRO	Dairy	Dairy Space Race
Bronze	Ogilvy, Mindshare & Cali4ways Games	KFC South Africa	KFC App	KFC - Boet Fighter
PLATFORM INNOVATION				
Silver	MakeReign	Pineapple Insurance	Peer to Peer Insurance	Insurance with a snap
Bronze	INJOZI and TBWA.Hunt Lascaris	Datsun South Africa	Datsun GO	Datsun Twitter Tug of War
PUBLISHING CATEGORY				
PUBLISHER SITES				
Bronze	Arena Holdings (Pty) Ltd	TimesLIVE	TimesLIVE	TimesLIVE
Bronze	DailyMaverick	DailyMaverick	DailyMaverick	DailyMaverick Publisher Site
Bronze	24.com	Netwerk24	Netwerk24	Netwerk24
Bronze	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	CapeTalk
SPECIALIST PUBLISHER SITES				
Bronze	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	Government or God?
MOBILE CONTENT				
Bronze	24.com	Netwerk24	Netwerk24	NetNuus
ONLINE NEW VIDEO				
Gold	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	Be prepared to die – Joburg's toughest cop
Silver	DailyMaverick	DailyMaverick	News Video	VBS Bank Heist
Bronze	Arena Holdings (Pty) Ltd	TimesLIVE	MultimediaLIVE	How a gifted young girl was kidnapped and murdered: The Siam Lee story
Bronze	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	Borders
LIVE EVENT COVERAGE				
Bronze	24.com	Netwerk24	Netwerk24 Rugby World Cup coverage	Netwerk24 Rugby World Cup coverage
PODCASTS AND AUDIO STREAMING				
Silver	24.com	Netwerk24	Netwerk24	Luisterboeke
Silver	24.com	News24	News24	Justice Denied
SPECIAL HONOURS CATEGORY				
BEST DIGITAL STUDENT/S				
Black Pixel	Kyle Gounden & Lesego Mlaudi		VEGA	
BEST DIGITAL YOUNGSTER				
Black Pixel	Nosipho Maseko		Joe Public Connect	
BEST DIGITAL MARKETER				
Black Pixel	Jessica van der Westhuyzen		OneDayOnly	
BEST ONLINE JOURNALIST				
Black Pixel	Thomas Holder		Primedia Broadcasting	
BEST INDIVIDUAL CONTRIBUTION TO DIGITAL				
Black Pixel	Musa Kalenga		House of Brave	
BEST CONTRIBUTION TO TRANSFORMATION IN THE DIGITAL INDUSTRY				
Black Pixel	Best Contribution to Transformation in the Digital Industry		Joe Public United	
PIXEL FOR PURPOSE				
Black Pixel	Ogilvy	Rape Crisis	#SpeakToUs	
DIGITAL BRAND OF THE YEAR				
Black Pixel	ABInBev			
ONLINE PUBLISHER OF THE YEAR				
Black Pixel	Primedia Broadcasting and 24.com			
DIGITAL AGENCY OF THE YEAR				
Black Pixel	TBWA.Hunt Lascaris Johannesburg			

Click [here](#) for the full winners list.

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