

All the 2017 IAB Bookmark Award winners!



16 Mar 2017

Ogilvy was recognised as the best agency, with the KFC brand, one of its clients, recognised as the brand of the year at the IAB Bookmark Awards 2017, held at The Galleria in Sandton.

The agency network also took home over 20 awards, including two gold. Keeping them company were King James, Net#work BBDO, and NATIVE VML, all taking home gold. The King James Group received more than 10 awards, while Net#work BBDO, NATIVE VML, Liquorice, and Hellocomputer all took home an armful of Awards.



Big winner of the night Ogilvy, on stage for their best digital agency award.

Publisher 24.com, a division of Media24, also swept the Awards taking home 15 awards, including two gold – one in the category mobile publishers, the other for publisher sites. It also received a craft gold for news/feature writing. 24.com was also recognised as best publisher in the Special Awards.

Pre-Award hype and hopes

There's a lot of good work out there, from different agencies and in different categories, so he had no expectations on winning says Gloo@Ogilvy's ECD, Matthew Barnes. "Being a finalist is already an accolade, especially as it's for work that is real and delivers results for the client. I am really proud of the work we have done and delivered at scale in the market, and winning these awards is the best endorsement to everyone that worked on these campaigns as it proves that you can do real work."

We are hoping that we win, but the competition was tough, said national news editor at 24.com, Ahmed Areff, before the announcements. "We are very proud of our apps, our stories and features. It takes blood, sweat and tears to produce what we do and winning is a fantastic way to recognise this. It is exciting and it makes us happy," he says.

Last year's best agency winner, NATIVE VML, was excited for this year. "Last year was big for us. This year was good, despite not being as big as last year. We have great campaigns for Absolut Vodka and Nedbank," says Jason Xenopoulos, agency CEO.

Cecil Lyons, head of marketing at eNCA, expressed his pleasure with their wins for their Election Polls 2016 app. "We are very proud of that work and happy to have been recognised for it."

Of the special awards, Livity Africa was recognised for the best contribution to transformation in the digital industry, with Matthew Buckland of Creative Spark recognised for best individual contribution to digital, while best marketer was awarded to Vanessa Singh from Nedbank.

Engaged, socially-minded digital campaigns that focused on the consumer and were socially relevant were the big winners in this year's IAB Bookmark Awards.

Exciting industry evolution

Jerry Mpufane, chairman of the M&C Saatchi JHB Group of companies and Prakash Patel, chief digital officer at Fogg Experiential Design Cape Town, both served as judges this year. For Mpufane what is exciting is the evolution of the industry. "The entries show how the industry is moving, with entries from not only big agencies, but also smaller ones. Agencies – not traditionally digital agencies – are also entering, which adds an exciting edge to the industry."

Patel agrees that the industry is growing and maturing. "I judge many international awards and the Bookmark Awards are exceptional."

The Awards recognise the country's digital industry's top talent and best campaigns. This year saw a record number of entries. Congratulating the winners, Josephine Buys, CEO of the IAB SA said many of the campaigns exhibited groundbreaking digital knowledge and strategic relevance. "Our judges were inspired by the way our winning entrants combined courage, creativity and business sawy to create enduring work."

Jarred Cinman, managing director of NATIVE VML and outgoing chair of the IAB, was also recognised for his contribution to the Awards.

View the full table of winning work below:

2017 IAB Bookmark Award winners

Prize	Entry Agency	Brand	Product	Title
Digital Strategy				
Bronze	Ogilvy	Yum Brands	KFC Fill Up Meals	Fill Ups
Bronze	NATIVE VMI	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Bronze	Liquorice	Unilever	uGive	Do you give a click?
Bronze	King James Group	Democratic Alliance	DA Elections 2016	DA Elections 2016
Content Strategy				
Gold	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes

Solver So	Silver	NATIVE VML	Pernod Ricard	Absolut Vodka	Absolut One Source
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Bennze Ogliv Yum Brands KFC Shakin Sh	Digital Campaign				
Bronze Oglivy Yum Brands Meal Volkswagen Geruine Stakin Bronze Helicomputer & FCB Cape Town Sunh Africa Sunh Afric	Silver	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
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	Gold	NATIVE VML		Absolut Vodka	Absolut One Source

Silver	King James Croup	City of Cape Town	Motro Polico	Motro Polico Pido along		
	King James Group	City of Cape Town	Ivietro Police	Metro Police Ride-along		
Social Paid Advertising	Social Paid Advertising					
Silver	King James Group	Democratic Alliance		DA Election 2016		
Innovative use of Media						
Silver	Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats		
Silver	Nona Creative	Anon.	Game/Recruitment Tool	Do You Even Dev? Digital Installation		
Silver	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically - Eligible Bachelor		
Bronze	Honeykome	Sportingbet	Online Sports Betting Site	I Bet You Don't Skip		
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	#LetsTalkColour		
Email, direct & inbound ma	ırketing					
Bronze	Hellocomputer	The Inner Circle & The Glenlivet		Decoding The Glenlivet Cipher		
Innovative use of Mobile M	Media					
Silver	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically - Eligible Bachelor		
Gold	Net#workBBDO	Diageo	Tusker Lager	Team Kenya		
Existing Social Communities			Ü			
Bronze	Havas Boondoggle	Durex		The Big O		
Silver	King James Group	Sanlam		Sanlam Social Media		
		Viacom - MTV	#LetsTalkColour			
Bronze	Ogilvy	VIacom - IVIIV	#Lets laikColour	#LetsTalkColour		
Social Media Campaigns						
Silver	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes		
Bronze	Ogilvy	Yum Brands	Burrito	KFC Burrito		
Silver	Hellocomputer	CANSA		<u>Testi-monials</u>		
Bronze	King James Group	City of Cape Town	Metro Police	Metro Police Ride-along		
Silver	King James Group	Sanlam	Sanlam	The Conspicuous Savers		
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	#LetsTalkColour		
Online Video Channels		,				
Silver	Project Isizwe	TshWi-Fi TV		LIGHTS, CAMERA, CITIZENSHIP: TshWi-Fi TV engages, entertains and empowers Tshwane		
Craft - Marketing Copywriti	ing	l.	<u> </u>			
Craft Silver	Hellocomputer	CANSA		Testi-monials		
Craft Bronze	Net#workBBDO	Virgin Money Insurance		Not Like Insurance		
Craft - News or Feature Wr	ritina					
Craft Gold	24.com a Division of Media24	Netwerk24	Netwerk24	Die stil aktivis (The quiet activist)		
Craft Silver	24.com a Division of Media24	News24		King Hlaudi's rise to power		
Craft - Research						
Craft Silver	Rogerwilco	Rogerwilco		WOLF - A Research Enabler		
Craft - Interface Design	-3	-3				
Craft Bronze	Ogilyy	Castrol	Castrol	Page to the Eastest Place on Earth		
Craft Bronze	Ogilvy Hellocomputer, FCB Africa	Lexus	CastiOi	Race to the Fastest Place on Earth Lexus Website V2.5		
Craft Silver	INJOZI and Net#work BBDO	Chicken Licken	Chicken Licken	Kung Fu		
Craft Silver	Net#workBBDO	Mercedes-Benz	C-Class Coupe	Virtual Reality test drive - C-Class Coupe		
Craft - Strategy						

			INDIVIDUALS/ Make		
Craft Silver	NATIVE VML	NATIVE VML	New SA Hero's	Donovan White	
			happen		
Craft - UX Design	===		I		
Craft Silver	Hellocomputer, FCB Africa	Lexus		Lexus Website V2.5	
Craft - Online Video Produ	ction				
Craft Silver	Ogilvy	Yum Brands	KFC Shakin Shakin Meal	Shakin Shakin	
Craft Silver	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source	
Craft Silver	Superbalist.com	Superbalist.com		Editorial Video Content: The Dakar Express	
Craft Silver	King James Group	Sanlam		Mr Madumane Music Video	
Craft - Client Service			1		
Craft Silver	King James Group	Sanlam		Sanlam Social Media Channels	
Craft - Ad Ops					
Craft Bronze	25AM	KIA		25AM's Ad Operations Team	
Craft - Social Media Comm	unity Management				
Craft Bronze	Cerebra	Vodacom	Brand	#TeamRed	
Craft Bronze	Ogilvy	Yum Brands	Burrito	KFC Burrito	
Craft - Paid Search Market					
Craft Silver	Saatchi & Saatchi Synergize	ADT, P&G, Toyota	Paid Search Optimisation	Excellence in Paid Search Marketing	
Craft - Organic Search Mar		Toyota	Оринизацон		
Craft Gold	Rogerwilco	Rogerwilco		The Rogerwilco Organic Search Team	
Craft Silver	R.O.I Digital	Madison - The Heart of New York	Women's Footware	R.O.I Digital's SEO Team	
Digital Installations and Ac	tivations				
Bronze	Levergy Marketing Agency	Audi	Audi Sport and A4 vehicle	Bowling Lab	
Gold	Nona Creative	Anon.	Game/Recruitment Tool	Do You Even Dev? Digital Installation	
Silver	Joe Public United/Native VML	Nedbank	Sponsorship	#GoSandile Twitter Track	
Customer Experience Des	ign				
Gold	Absa	Absa	Absa.co.za Website	Absa.co.za	
VR					
Bronze	Hellocomputer	Toyota		The Toughererest VR Test Drive	
Chat, messaging and Dark	Social				
Bronze	Liquorice	Unilever	Knorr	Whatsfordinner with Dinner on Demand	
Bronze	SuperSport, Levergy, Aqua	SuperSport		Euro 2016 - Chat, messaging and dark social	
Brand, Commercial & Retail Websites					
Silver	Absa	Absa		Absa.co.za	
Silver	Superbalist.com	Superbalist.com	Superbalist.com website	Superbalist.com website	
Bronze	Hellocomputer, FCB Africa	Lexus		Lexus.co.za V2.5	
Bronze	King James Group	Sanlam Investments	Investments	Smart Invest Website	
Microsites					
Bronze	Iconic	Bet.co.za	Bet.co.za	<u>Betmatch</u>	
Gold	Ogilvy	Yum Brands	KFC Fill Up Meals	Fill Ups	
Silver	Hellocomputer & FCB Cape Town	CANSA		<u>Testi-monials</u>	
Gold	Liquorice	Distell	Amarula	#NameThemSaveThem	

Bronze	Superbalist.com	Superbalist.com	The Superbalist 100	The Superbalist 100	
E-Commerce Sites					
Bronze	Superbalist.com	Superbalist.com	Superbalist.com website	Superbalist.com website	
Bronze	Spree.co.za	Spree	Spree Online Fashion Store	[[https://www.spree.co.za/ Spree Ecommerce Store	
Public Service and NPO pla	atforms				
Silver	23Red & Jolly Good Digital	NHS Blood and Transplant (NHSBT)	Blood donations	Virtual Blood Donation	
Silver	Hellocomputer & FCB Cape Town	CANSA		<u>Testi-monials</u>	
Gold	Project Isizwe	TshWi-Fi.co.za		<u>TshWi-Fi.co.za</u> - Content Portal Empowering Free WiFi Users	
For good Platforms					
Bronze	Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive	
Silver	Liquorice & FCB	Distell	Amarula	#NameThemSaveThem	
Web Applications					
Bronze	Rogerwilco	Rogerwilco		The WOLF Web Application	
Bronze	Publicis Machine	Jaguar Land Rover	Automotive	Market Cart	
Mobile Apps					
Bronze	Superbalist.com	Superbalist.com	The Superbalist App	The Superbalist App	
Gold	King James Group	Sendr	Sendr	<u>Sendr</u>	
Bronze	King James Group	SmartMoney	SmartMoney	SmartMoney	
Games					
Silver	Ogilvy	Castrol	Castrol	Race to the Fastest Place on Earth	
Gold	INJOZI and Net#work BBDO	Chicken Licken	Chicken Licken	Kung Fu	
Silver	Clockwork Media	Ster-Kinekor	Regression	Regression launch	
Publisher sites					
Silver	24.com a Division of Media24	Netwerk24	Netwerk24	Lessons from behind the paywall	
Gold	24.com a Division of Media24	News24		News24.com	
Bronze	Times Media	Times Media	BusinessLIVE	BusinessLIVE	
Specialist Publisher sites					
Bronze	24.com a Division of Media24	W24	W24	W24 is here!	
Silver	Soccer Laduma	Soccer Laduma	Transfer Window News	Dominating Football's Peak Season	
Mobile Publications					
Gold	24.com a Division of Media24	News24		News24 Elections 2016	
Silver	24.com a Division of Media24	News24		News24.com	
Social Media Publications					
Bronze	eNCA.com	eNCA.com		Elections 2016	
Bronze	24.com a Division of Media24	Daily Sun	Daily Sun	Daily Sun, Tshwane on Fire	
Publisher apps					
Silver	24.com a Division of Media24	NetNuus	NetNuus	Yellow brick road to success	
Silver	24.com a Division of Media24	News24		News24 Elections 2016	

	04 5::: 6					
Silver	24.com a Division of Media24	News24		News24 App		
Online Photography	Online Photography					
Silver	Casimir TV	Casimir Magazine	Casimir Magazine	Casimir Photography		
Special Features						
Silver	eNCA.com	eNCA.com		Election Polls		
Gold	KFM Radio - A Divison of Primedia (PTy) Ltd	EYEWITNESS NEWS	The untold story of Mbuyisa	The untold story of Mbuyisa		
Bronze	24.com a Division of Media24	News24		Matric Results		
Online News Video						
Silver	24.com a Division of Media24	News24		News24 Video		
Live Event Coverage						
Bronze	eNCA.com	eNCA.com		Elections 2016		
Silver	24.com a Division of Media24	News24		News24 Elections 2016		
Silver	24.com a Division of Media24	News24	News24 Video	#FeesMustFall		
Streaming Services						
Silver	Aqua	Wunderman		The Brave Ideas Podcast		
Special Awards						
Best Publisher	News24	24.com a Division of Media24		24.com a Division of Media24		
Best Agency	Ogilvy	Ogilvy		Ogilyy		
Best Digital Student	Vega School			Bernard Cloete, Julia Smith and De Wet Cilliers		
Best Digital Youngster	Promise			Katlego Phatlane		
Brand of the Year	Ogilyy	KFC		KFC		
Best Marketer	Vanessa Singh	Nedbank		Vanessa Singh		
Best Contribution to Transformation in the Digital Industry	Livity Africa			Livity Africa		
Pixel for Purpose	Joe Public United/Native VML	Nedbank		#GoSandile		
Best Individual Contribution to Digital	Matthew Buckland - Creative Spark			Matthew Buckland - Creative Spark		

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial JournalismfromWits.

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