

All the Bookmarks 2022 finalists: Did you make the cut?

With just a little over a month left until the most-anticipated industry event of the year, the IAB South Africa is pleased to announce the finalists of the 2022 Bookmark Awards, in partnership with DStv Media Sales, which has supported the awards for the last five years.



Supplied. All the 2022 Bookmark Awards finalists

Across the eight categories of Platforms, Communities, Channels, Emerging Digital Technology & Channels, Publishing, Campaign, Craft Awards and Special Honours, the Bookmark Awards continue to set the benchmark for innovation and digital excellence.

The final round of judging takes place on 23 and 24 June, with the awards ceremony set to be held on 28 July 2022.

Now in its 14th year, the Bookmarks has assembled the cream of the crop to don the judges' hats. Leaders in their respective fields within the industry – from publishing and emerging technology to social media and design – these industry experts and specialists have been selected for their expertise and insight across innovation and creativity.



Razia Pillay, IAB SA CEO, talks 2022 Bookmark Awards

Evan-Lee Courie 28 Mar 2022



Driving digital change

"With digital increasingly becoming the most important marketing touchpoint for brands, a Bookmark represents the very pinnacle in marketing creativity," says Claire Cobbledick, vice-chairman at IAB South Africa and general manager at Gumtree South Africa.

Beyond celebrating excellence in digital work, the Bookmark Awards is the undeniable touchstone to drive digital change. Winning a Bookmark is not only a celebration of innovative and world-class work but the recognition of work that helps move the industry forward.

Matthew Arnold, head of the Bookmarks Committee, says: “As the importance of digital channels continues to explode, it is critical to recognise and showcase the incredibly impactful work done by our industry this past year. Work that delivered exceptional creativity, innovation and results. It is great to see the quality of the work continue to improve every year and really push the boundaries of digital marketing.”

Another excellent showcase of talent

Under the helm of jury president, Khensani Nobanda, group executive for marketing and corporate affairs at Nedbank Group and a member of the Nedbank Group executive leadership, this year’s Bookmark Awards is another excellent showcase of talent.

“The past two years have been challenging for the industry, however, this year’s entries are truly a display of the depth and breadth of creativity that can come out of even the most testing of times,” says Nobanda. “The showcase event on 28 July will be a testament to that.”



The Bookmarks are back and more relevant than ever

24 Feb 2022



In the running

After an intense first round of judging by the Bookmarks Judging Panels, a diverse group of South Africans from within the digital, publishing and marketing industries, the following finalists have been shortlisted for the 2022 Bookmark Awards for a chance to beat the benchmark of digital excellence:

PLATFORMS, proudly sponsored by Google.

Entrant			
Brand, Commercial & Retail Websites			
Hellocomputer	Mnnode	Mnnode	Mnnode
Ogilvy	Bestmed made better	Bestmed	Bestmed medical scheme
MakeReign	Making trader’s lives easier	Flash Mobile	Virtual products point of sales
MakeReign	Smashing New Website For Smashbrand	Smashbrand	Branding agency
MakeReign	#WeDeserveBettr	Bettr	Digital banking platform
MakeReign	Colossal site for Tyrannosaurus Tech	Tyrannosaurus Tech	Development agency
MakeReign	Delivering the future of frictionless finance	Rho	Cash- and spend-management SaaS
E-commerce Websites			
Magnetic Creative	Advancing the Health of the Human Spirit – eMbyo website	eMbyo	Portable audiometry
Maverick Marketing Agency	Ethos Store eCommerce Website	Ethos	e-commerce website – lifestyle

MakeReign	One For All, And 1ForYou	1ForYou	Cash and payment vouchers
Public Service & NPO Platforms			
Bluegrass Digital	Veza Online Tool	Corruption Watch	Veza Online tool
Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Hellocomputer	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust
Web Applications			
Bluegrass Digital	Veza Online Tool	Corruption Watch	Online tool
INJOZI Design CC	Nissan Magnite Mssion	Nissan	Nissan Magnite
Mobile Applications			
King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Retroviral and Panther Punch	The Sixty60 Swindler	Checkers Sixty60	Checkers Sixty60
MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech
Mobile Websites			
MakeReign	One For All, and 1ForYou	1ForYou	Cash and payment vouchers
MakeReign	Making traders' lives easier	Flash Mobile	Virtual products point of sales
Ogilvy	Bestmed made better	Bestmed	Bestmed medical scheme
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Games			
Hellosquare	Find Amandla Wakho	The Beverage Company	Reboost
INJOZI Design CC	GTI 8 On Tour	Volkswagen	VW GTI 8
INJOZI Design CC	Nissan Magnite Mssion	Nissan	Nissan Magnite
Platform Innovation			
Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Joe Public United	Skip to the Fire	Chicken Licken	Rock My Soul
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
Joe Public United	#EatWithIt	AB InBev	Flying Fish flavoured beer
Ogilvy	Spotify Sound Tour	Spotify	Spotify
VMLY&R South Africa	Tin for Tijps	Nando's	Food/Restaurants/Fast food
MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech
Ogilvy	Sounds of iDiski	MultiChoice DStv	DStv Compact
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Employee Experience Platform			
Machine_	Ngage	Transaction Capital Risk Services	Transaction Capital Risk Services
Brand System or Brandfile Platform			
Machine_	Ngage	Transaction Capital Risk Services	Transaction Capital Risk Services
Hellocomputer	Dealership websites	Toyota South Africa Motors	Dealership websites
Customer Experience Design			
MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech
MakeReign	Delivering the future of frictionless finance	Rho	Cash- and spend-management SaaS
MakeReign	Making trader's lives easier	Flash Mobile	Virtual products point of sales
MakeReign	One For All, And 1ForYou	1ForYou	Cash and payment vouchers
COMMUNITIES, proudly sponsored by Imamedia			
Entrant	Title	Brand	Product
Social Communities			
365 Digital Media Pty Ltd	KFC – 50 years of Finger Licken' Good	KFC	KFC's 50th birthday
Retroviral and Panther Punch	The Sixty60Swindler	Checkers Sixty60	Checkers Sixty60
Wunderman Thompson	A year of Calabash	South African Tourism	South African Tourism
King James Group (part of Accenture Song)	Sanlam Social Communities	Sanlam	Sanlam

HelloFCB+	One Voice	Western Cape Government	Gender-based violence
King James Group (part of Accenture Song)	Tyebank Social Communities	Tyebank	Tyebank
Promise	Lulu	AB InBev	Castle Lite
Wunderman Thompson	#ZeroFeesSwag	Absa Financial Services	Student Loan
VMLY&R South Africa	Content for the People	Vodacom	Content marketing
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
VMLY&R South Africa	Voice of the People	Nando's	Food/Restaurants/
Fast food			
Use of User-Generated Content			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan South Africa	Navara
365 Digital Media Pty Ltd	Doritos – Flamin Hot	Doritos	Flamin Hot-flavoured Doritos
Wunderman Thompson South Africa and The Hardy Boys	Donate your voice	Ekaterra	Joko Tea
Machine_	Flamin' Hot Duets	PepsiCo	Doritos
365 Digital Media Pty Ltd	KFC – 50 years of Finger Licken' Good	KFC	KFC's 50th birthday
McCann1886	The Remake Challenge	Nestlé	Cremora
BOOMTOWN	Proud Words	Nescafé	Ricoffy
HelloFCB+	Milk It Awards	Steri Stumpie	Steri Stumpie
GreyWPP Liquid	#TwirashadeProject	Distell	Savanna Cider
Wunderman Thompson	#ZeroFeesSwag	Absa Financial Services	Student Loan
FCB Joburg (Pty) Ltd	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
Ogilvy	In Our Own Words	Mondelēz	Cadbury
VMLY&R South Africa	NXT LVL	Vodacom	Telecommunications
TBWA Hunt Lascaris Johannesburg	Bok Rituals	MTN South Africa	Springbok Sponsorship
Ogilvy	Mswenko	Volkswagen South Africa	Polo Vivo
Ogilvy	Game On	Volkswagen South Africa	Polo
Social Media Campaigns			
Hellosquare	Facebook Flavoured Tinkies	Tiger Brands	Tinkies
Hellosquare	Give Me Strength	Tiger Brands	Morvite
365 Digital Media Pty Ltd	Garnier Pure Active 3-in-1	Garnier	Pure Active 3-in-1 Face Wash
365 Digital Media Pty Ltd	KFC – 50 years of Finger Licken' Good	KFC	KFC's 50th birthday
8909	Comedy Central EP	Comedy Central Africa	Comedy Central
8909	#ILoveEatingRussians	Eskort	Eskort Food
8909	Who Got Chowd on Twitter	Eskort	Eskort Food
Brave Group	Celebrating The Spirit of Kasi Magic	Crosse & Blackwell	Kasi Magic Sauces
Joe Public United	Tequila Face	Arrive Alive	Vida ó Muerte Tequila
Gorilla	Hulett's Sweet List	Hulett's	Hulett's Sugar
HelloFCB+	Milk It Awards	Steri Stumpie	Steri Stumpie
HelloFCB+	One Voice	Western Cape Government	Gender-based violence
King James Group (part of Accenture Song)	Confidence Coach	Sanlam	Brand
Machine_	UCL Live Experience	Heineken South Africa	Heineken
GreyWPP Liquid	The People vs Savanna Cider	Distell	Savanna Cider
Promise	Lulu	AB InBev	Castle Lite
Grid Worldwide	IntARview	Absa	IntARview
King James Group (part of Accenture Song)	The Neverending Tourists	Wesgro	Cape Town and the Western Cape
King James Group (part of Accenture Song)	Save What Matters	Tyebank	GoalSave
FCB Joburg (Pty) Ltd	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
MultiChoice Support Services (Pty) Ltd	Tali's Baby Diary	Showmax	Original series
VMLY&R South Africa	NXT LVL	Vodacom	Telecommunications

FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
TBWA Hunt Lascaris Johannesburg	Bok Rituals	MTN South Africa	Springbok sponsorship
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
VMLY&R South Africa	Not The Right Fit	Momentum Medical Scheme	Insurance
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Ogilvy	Game On	Volkswagen South Africa	Polo
Ogilvy	Mswenko	Volkswagen South Africa	Polo Vivo
Online Video Channels			
365 Digital Media Pty Ltd	Garnier Pure Active 3-in-1	Garnier	Pure Active 3-in-1 Face Wash
Gorilla	THIRSTI Springboks Partnership Announcement	THIRSTI	THIRSTI Natural Spring Water
FCB Joburg (Pty) Ltd	Toyota Genuine Fam	Toyota South Africa Motors	Genuine
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
Influencer Marketing			
365 Digital Media Pty Ltd	Garnier Pure Active 3-in-1	Garnier	Pure Active 3-in-1 Face Wash
365 Digital Media Pty Ltd	Doritos – Flamin Hot	Doritos	Flamin Hot-flavoured Doritos
Wunderman Thompson South Africa and The Hardy Boys	Donate your voice	Ekaterra	Joko Tea
John Brown South Africa (Pty) Ltd	Hippo Toy Influencer Campaign	Hippo.co.za	Hippo Toy Campaign
8909	Comedy Central EP	Comedy Central Africa	Comedy Central
8909	#ILoveEatingRussians	Eskort	Eskort Food
8909	Who Got Chowd on Twitter	Eskort	Eskort Food
Joe Public United	Unity Laces	Converse	Converse
Wunderman Thompson	It can be only in SA	Standard Bank SA	Standard Bank SA
HelloFCB+	One Voice	Western Cape Government	Gender-based violence
Machine_	Xhosa-fying Halloween	UCOOK	UCOOK Meal Kits
MSL	Nivea Luminous 360	Nivea	Facial product
Ogilvy	Sounds of iDiski	Multichoice DStv	DStv Compact
FCB Joburg (Pty) Ltd	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
VMLY&R South Africa	NXT LVL	Vodacom	Telecommunications
Ogilvy	Mswenko	Volkswagen South Africa	Polo Vivo
Social Media Innovation			
365 Digital Media Pty Ltd	Garnier Pure Active 3-in-1	Garnier	Pure Active 3-in-1 Face Wash
365 Digital Media Pty Ltd	KFC – 50 years of Finger Licken' Good	KFC	KFC's 50th birthday
Machine_	Flamin' Hot Duets	PepsiCo	Doritos
8909	#ILoveEatingRussians	Eskort	Eskort Food
Promise	Lulu	AB InBev	Castle Lite
Machine_	UCL Live Experience	Heineken South Africa	Heineken
Wavemaker	Blood & Water S2	Netflix EMEA	Online Streaming Title
Grid Worldwide	IntARview	Absa	IntARview
King James Group (part of Accenture Song)	Live with Confidence	Sanlam	Brand
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
CHANNELS, proudly sponsored by Everlytic			
Entrant	Title	Brand	Product
Paid Search Marketing			
Reprise, a division of IPG Mediabrands (Pty) Ltd	Vumatel Fibre Coverage	Vumatel	Vumatel Fibre
Mindshare South Africa	Google search optimisation	Ford Motor Company	Ford
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Organic Search Marketing			

SOMS DIGITAL (Pty) Ltd	SEO Strategy 1st February 2021 – 28th February 2022	Botlierskop Game Reserves & Villas	Luxury accommodation
Digitas Liquorice JHB	Nedbank – Mashonisa Excuse Generator	Nedbank	Credit Card
Ogilvy	Bestmed made better	Bestmed	Bestmed medical scheme
Display Advertising			
365 Digital Media Pty Ltd	Time for Tinkies Challenge	Tinkies	Tinkies
AdMakers International (Pty) Ltd	Peugeot Future Funnel	Peugeot South Africa	Peugeot 208
PHD Media and RebelRebel	Shifting display advertising from awareness to attention	Audi	Audi e-tron
MultiChoice Support Services (Pty) Ltd	DAW Digital haunting	Showmax	Original series
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Meta Media Cape Town	Capitec Credit Suite	Capitec	Credit
Native Advertising			
Adspace24/Media24	Nedbank and Business Insider Behind the Business Headlines	Nedbank	Nedbank Business Banking
Adspace24/Media24	Fin24 and Sage's Own It	Sage	Sage
Online Video Series			
Wunderman Thompson South Africa and The Hardy Boys	Donate your voice	Ekaterra	Joko Tea
HelloFCB+	One Voice	Western Cape Government	Gender-based violence
8909	Comedy Central EP	Comedy Central	Comedy Central
8909	Who Got Chowd on Twitter	Eskort	Eskort Food
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
Netwerk24	Ben & Bez	Netwerk24	Online short-form sketch comedy series
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
Sprout Performance and Valiant Agency	FNB Consumer Education	First National Bank	Consumer education
Promise	Lulu	AB InBev	Castle Lite
King James Group (part of Accenture Song)	The Neverending Tourists	Wesgro	Cape Town and the Western Cape
FCB Joburg (Pty) Ltd	Toyota Genuine Fam	Toyota South Africa Motors	Genuine
VMLY&R South Africa	NXT LVL	Vodacom	Telecommunications
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
King James Group (part of Accenture Song)	Here's To Home	Builders	Home improvement materials
VMLY&R South Africa	Not The Right Fit	Momentum medical scheme	Insurance
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Content Marketing Strategy			
Wunderman Thompson South Africa and The Hardy Boys	Donate your voice	Ekaterra	Joko Tea
John Brown South Africa (Pty) Ltd	Nine Yards omnichannel campaign	Old Mutual Corporate	Nine Yards omnichannel
Machine_	Ngage	Transaction Capital Risk Services	Transaction Capital Risk Services
Wunderman Thompson	It can be only in SA	Standard Bank SA	Standard Bank SA
VMLY&R South Africa	Content for the People	Vodacom	Content marketing
FCB Joburg (Pty) Ltd	Toyota Genuine Fam	Toyota South Africa Motors	Genuine
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
VMLY&R South Africa	Voice of the People	Nando's	Food/Restaurants/Fast food
Ogilvy	Game On	Volkswagen South Africa	Polo
Social Paid Advertising			
Hellosquare	Give Me Strength	Tiger Brands	Morvite
Mark1 Media and Consulting (Pty) Ltd	World's Worst Decisions	Greenpeace Africa	Greenpeace
8909	#ILoveEatingRussians	Eskort	Eskort Food

Joe Public United	Nyathi Rider	Chicken Licken	Super Slyder®
Kintaro	You Click, We Car	motus.cars	motus.cars
So Interactive	Work Anywhere	Logitech	Logitech
Grey South Africa	The People vs Savanna Cider	Distell	Savanna Cider
Promise	Lulu	AB InBev	Castle Lite
Grid Worldwide	IntARview	Absa	IntARview
Digitas Liquorice JHB	Make Taste Not Waste	Hellmann's	Hellmann's Mayonnaise
Joe Public United	Nuggets of Wisdom	Chicken Licken	SoulBites
King James Group (part of Accenture Song)	Live with Confidence	Sanlam	Brand
Digitas Liquorice JHB	Loving Local	WhatsForDinner	Hellmann's Mayonnaise
FCB Joburg (Pty) Ltd	Toyota Genuine Fam	Toyota South Africa Motors	Genuine
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
VMLY&R South Africa	Not The Right Fit	Momentum medical scheme	Insurance
Digitas Liquorice JHB	Nedbank CIB brand – We're Not Green For Nothing	Nedbank	CIB
Ogilvy	Game On	Volkswagen South Africa	Polo
Innovative Use of Media			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Hellosquare	Ungaz'Ncishi iDrama	Tiger Brands	Koo
365 Digital Media Pty Ltd	Time for Tinkies Challenge	Tinkies	Tinkies
Wunderman Thompson South Africa and The Hardy Boys	Donate Your Voice	Ekaterra	Joko Tea
AdMakers International (Pty) Ltd	Peugeot Future Funnel	Peugeot South Africa	Peugeot 208
Flume Digital Marketing & PR	Woolworths Father's Day 2021	Woolworths	Father's Day gifts
Joe Public United	Skip to the Fire	Chicken Licken	Rock My Soul
Joe Public United	#EatWithIt	AB InBev	Flying Fish flavoured beer
Promise	Lulu	AB InBev	Castle Lite
GreyWPP Liquid	The People vs Savanna Cider	Distell	Savanna Cider
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
Ogilvy	KFC Ramadaan Redirect	KFC	KFC
Starcom	Generosity 3.0	Cadbury Dairy Milk	Cadbury Chocolate
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Digitas Liquorice JHB	Nedbank CIB brand – We're Not Green For Nothing	Nedbank	CIB
Ogilvy	Spotify Sound Tour	Spotify	Spotify
Ogilvy	Game On	Volkswagen South Africa	Polo
Email, Direct & Inbound Marketing			
Machine_	The Reality of Engagement	Sanlam	Sanlam Reality
Ogilvy	Sounds of iDiski	MultiChoice DStv	DStv Compact
Investec in partnership with Cantaloupe Digital	Inside Track Email Newsletter	Investec	Weekly Staff Communication
Use of Programmatic Media			
Mark1 Media and Consulting (Pty) Ltd in partnership with DUKE and Dialogue	Upshot	RisCura	Investment
AdMakers International (Pty) Ltd	Peugeot Future Funnel	Peugeot South Africa	Peugeot 208
Mindshare South Africa	Custom Ford Algorithm	Ford Motor Company	Ford Ranger
Digital Installations & Activations			
Mark1 Media and Consulting (Pty) Ltd	#YouBelongToCelebrate	Brutal Fruit	620 ml Grand Luxe
Ogilvy	Spotify Sound Tour	Spotify	Spotify
Ogilvy	Bride Armour	AB InBev	Carling Black Label
Online Video			
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Hellosquare	Give Me Strength	Tiger Brands	Morvite
Wunderman Thompson South Africa and The Hardy Boys	Donate Your Voice	Ekaterra	Joko Tea

Retroviral and Panther Punch	The Sixty60 Swindler	Checkers Sixty60	Checkers Sixty60
Joe Public United	Feel The Fire	Chicken Licken	Rock My Soul
Joe Public United	What The Flying Fish?!	AB InBev	Flying Fish
Gorilla	Hulett's Sweet List	Hulett's	Hulett's Sugar
Joe Public United	Last Stories of Culture	Castle Milk Stout	Castle Milk Stout
Digitas Liquorice JHB	Make Taste Not Waste	Hellmann's	Hellmann's Mayonnaise
Joe Public United and Publicis	The Anti-Advertising Advertising Campaign	Nedbank	Brand
Joe Public United and Publicis	Nuggets of Wisdom	Chicken Licken	SoulBites
Digitas Liquorice JHB	Loving Local	WhatsForDinner	Hellmann's Mayonnaise
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
Joe Public United	Nyathi Rider	Chicken Licken	Super Slyder®
Joe Public United	Taxi 2	Chicken Licken	Brand
King James Group (part of Accenture Song)	Save What Matters	TymeBank	GoalSave
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Ogilvy	Bride Armour	AB InBev	Carling Black Label
Ogilvy	Game On	Volkswagen South Africa	Polo
Channel Innovation			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Hellosquare	UngazNcishi iDrama	Tiger Brands	Koo
King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Joe Public United	Skip to the Fire	Chicken Licken	Rock My Soul
King James Group (part of Accenture Song)	Period Plot Twists with Stayfree®	Johnson & Johnson	Stayfree® menstrual care
Promise	Lulu	AB InBev	Castle Lite
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
King James Group (part of Accenture Song)	The Neverending Tourists	Wesgro	Cape Town and the Western Cape
Ogilvy	KFC Ramadaan Redirect	KFC	KFC
Ogilvy	Spotify Sound Tour	Spotify	Spotify
Ogilvy	Game On	Volkswagen South Africa	Polo
Campaign / Microsites			
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Wunderman Thompson South Africa and The Hardy Boys	Donate your voice	Ekaterra	Joko Tea
Forge Advertising	Renault Mirrors	Renault	Renault
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
Bots, Messaging & Dark Social			
Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
King James Group (part of Accenture Song)	Confidence Coach	Sanlam	Brand
Mindshare South Africa and Wunderman Thompson South Africa	Ford xAdLingo Chat Bot	Ford Motor Company	Ford Ranger
King James Group (part of Accenture Song)	The Neverending Tourists	Wesgro	Western Cape Tourism
Podcasts & Audio Streaming			
New Media	Tech Talk with Vodacom	Vodacom	Tech Talk with Vodacom
Sprout Performance and Valiant Agency	FNB Twitter Spaces	First National Bank	Financial Literacy
Adspace24/Media24	Fin24 and Sage's Own It	Sage	Sage
MultiChoice Support Services (Pty) Ltd	Devilsdorp: Hell comes closer to home	Showmax	Original Documentary Series
Interactive Mixed Media			
Wunderman Thompson South Africa and The Hardy Boys	Donate Your Voice	Ekaterra	Joko Tea
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
FCB Joburg (Pty) Ltd	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
Ogilvy	Spotify Sound Tour	Spotify	Spotify
Ogilvy	Mswenko	Volkswagen South Africa	Polo Vivo

Ogilvy	Game On	Volkswagen South Africa	Polo
EMERGING DIGITAL TECHNOLOGY & CHANNELS, proudly sponsored by Viu			
Entrant	Title	Brand	Product
Virtual Reality (VR) & Augmented Reality (AR)			
King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
Grid Worldwide	IntARview	Absa	IntARview
FCB Joburg (Pty) Ltd	Corolla Cross AR Viewer	Toyota South Africa Motors	Corolla Cross
Artificial Intelligence			
MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech
Second Screen Campaign			
Machine_	UCL Live Experience	Heineken South Africa	Heineken
PUBLISHING, proudly sponsored by Adspace24			
Entrant	Title	Brand	Product
Publisher Sites			
24.com	News24 Publisher Site	News24	News24 Publisher Site
Netwerk24	Netwerk24	Netwerk24	Netwerk24
Specialist Publisher Sites			
24.com	Out of Order – A data journalism project	News24	Special site
24.com	News24 2021 Local Government Elections	News24	News24 2021 Local Government Elections
Daily Maverick	Our Burning Planet	Daily Maverick	Climate crisis journalism
Netwerk24	'Koorsige Aarde' mini-site	Netwerk24	Mini-site about the impact of climate change on South Africa
Arena Holdings (Pty) Ltd	TimesLIVE Local Elections Website	TimesLIVE	TimesLIVE Local Elections Website
Ogilvy	In Our Own Words	Mondelēz	Cadbury
Email Newsletters & Marketing			
New Media	Vodacom now!	Vodacom	Vodacom now!
24.com	LIFE newsletter	News24	LIFE newsletter
24.com	Editors' Picks newsletter	News24	Editors' Picks newsletter
Daily Maverick	First Thing, South Africa's morning newsletter	Daily Maverick	First Thing newsletter
Social Media & Content Campaigns			
Primedia Broadcasting	Cape Town Trains	Eyewitness News	Eyewitness News
Arena Holdings (Pty) Ltd	TikTok channel	TimesLIVE Video	Social Media Channel
Data Strategy, Content & Campaigns			
24.com	Out of Order – A Data Journalism Project	News24	Special Site
24.com	News24 2021 Local Government Elections	News24	News24 2021 Local Government Elections
Netwerk24	Local Elections Interactive Results Map	Netwerk24	Interactive maps for the results of the local elections
Ogilvy	Bride Armour	AB InBev	Carling Black Label
Video Content & Campaigns			
24.com	Documentary: The Cape of flames – it takes just one spark to ignite a catastrophe	News24	Documentary
24.com	Getting to know: Vaccines	Health24	Video series
24.com	Documentary: Killed For Being Queer	News24	Documentary
24.com	Visual Investigation: Blood Brothers	News24	Visual investigation
Primedia Broadcasting	State of Mahikeng	Eyewitness News	Eyewitness News
Arena Holdings (Pty) Ltd	Catching Rosemary Ndlovu: The Killer Cop	TimesLIVE Video	News video
Arena Holdings (Pty) Ltd	Phoenix at Epicentre of Looting, Racial Tension and Violence in KZN	TimesLIVE Video	News video
Arena Holdings (Pty) Ltd	The Exclusive Story of Lindani Myeni	TimesLIVE Video	News video
Arena Holdings (Pty) Ltd	War on the Covid Frontlines	TimesLIVE Video	News video
Ogilvy	Bride Armour	AB InBev	Carling Black Label
Live Event Content			
24.com	News24 July Unrest Live Coverage	News24	News24 July Unrest Live Coverage

24.com	News24 2021 Live Elections	News24	News24 2021 Live Elections
Netwerk24	Local Elections 2021 Live Coverage	Netwerk24	Netwerk24
Creative Space Media	Hollard Daredevil Run 2021	Hollard	Daredevil Run
Audio Content & Campaigns			
24.com	My Only Story: Back to school	News24	Podcast
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
24.com	Podcast: Inge Lotz: Miscarriage of Justice	News24	Podcast
Daily Maverick	Don't Shoot the Messenger S3	Daily Maverick	Don't Shoot the Messenger
Arena Holdings (Pty) Ltd	Catching Rosemary Ndlovu: The Killer Cop	TimesLIVE Podcasts	News audio
Netwerk24	Netwerk24 Audiobooks: Exclusive audiobooks in Afrikaans	Netwerk24	Netwerk24 Audiobooks
Publisher Innovation			
24.com	Out of Order – A data journalism project	News24	Out of Order – A data journalism project
24.com	News24 2021 Elections Forecaster	News24	News24 2021 Elections Forecaster
Primedia Broadcasting	Your radio is now a TV	Primedia Broadcasting	947, 702, Kfm 94.5 and CapeTalk 567
Machine_	Ngage	Transaction Capital Risk Services	Transaction Capital Risk Services
Netwerk24	Netwerk24 Text-to-speech: A world-first for Afrikaans	Netwerk24	Netwerk24
Penguin Random House South Africa	The Magazine about Books for Book Lovers	Penguin Random House South Africa	The Penguin Post
Publisher Brand-Building Campaigns			
Netwerk24	#Netso Brand Campaign	Netwerk24	Netwerk24
Daily Maverick	Daily Maverick Live Journalism Webinars	Daily Maverick	Webinars
Primedia Broadcasting	Unlocking The Cape's Best Small Business In Lockdown	Primedia Broadcasting	Kfm Best of the Cape
Creative Space Media	Hollard Daredevil Run 2021	Hollard	Daredevil Run
Publisher Monetisation			
24.com	Price and Product: Propelling News24's reader revenue product	News24	Price and Product: Propelling News24's reader revenue product
CAMPAIGN, proudly sponsored by Tractor			
Entrant	Title	Brand	Product
Digital Campaign Strategy			
8909	Comedy Central EP	Comedy Central Africa	Comedy Central
8909	#ILoveEatingRussians	Eskort	Eskort Food
8909	Who Got Chowd on Twitter	Eskort	Eskort Food
Grey/WPP Liquid	The People vs Savanna Cider	Distell	Savanna Cider
HelloFCB+	Milk It Awards	Steri Stumpie	Steri Stumpie
Promise	Lulu	AB InBev	Castle Lite
VMLY&R South Africa	NXT LVL	Vodacom	Telecommunications
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Ogilvy	Game On	Volkswagen South Africa	Polo
Digital Integrated Campaign			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
King James Group (part of Accenture Song)	Save What Matters	TymeBank	GoalSave
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
King James Group (part of Accenture Song)	Live with Confidence	Sanlam	Brand
VMLY&R South Africa	Vodacom Summer	Vodacom	Telecommunications – Unlock Summer
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Ogilvy	In Our Own Words	Mondelēz	Cadbury
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Ogilvy	Game On	Volkswagen South Africa	Polo
Mobile Campaign			

TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Gorilla	Huletts Sweet List	Huletts	Huletts Sugar
GreyWPP Liquid	#TwirrashadeProject	Distell	Savanna Cider
Promise	Lulu	AB InBev	Castle Lite
Vicinity Media	#WhereIsMyAd Campaign	Vicinity Media	Location-based ad technology
Digitas Liquorice JHB	Make Taste Not Waste	Hellmann's	Hellmann's Mayonnaise
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
Ogilvy	KFC Ramadaan Redirect	KFC	KFC
Ogilvy	In Our Own Words	Mondelēz	Cadbury
Ogilvy	Spotify Sound Tour	Spotify	Spotify
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Best Use of Data			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Hellosquare	Facebook Flavoured Tinkies	Tiger Brands	Tinkies
8909	#ILoveEatingRussians	Eskort	Eskort Food
Oliver Marketing (Pty) Ltd	Magnum Pints	Magnum South Africa	Magnum Pints
Oliver Marketing (Pty) Ltd	Wuhu x Shield	Wuhu Rewards	Wuhu Rewards Programme
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Vicinity Media and PHD Media	Vicinity 4D – Audi Performance Campaign	Vicinity Media	Vicinity 4D – Audi Performance Campaign
Ogilvy	Bride Armour	AB InBev	Carling Black Label
Integrated Mixed Media Campaign			
Hellosquare	Give Me Strength	Tiger Brands	Morvite
Joe Public United	Nuggets of Wisdom	Chicken Licken	SoulBites
Wunderman Thompson South Africa and The Hardy Boys	Donate your voice	Ekaterra	Joko Tea
Mark1 Media and Consulting (Pty) Ltd in partnership with DUKE, Dialogue and FAME	Pepsi Change Your World	Pepsi South Africa	Pepsi drinks
8909	Comedy Central EP	Comedy Central Africa	Comedy Central
8909	#ILoveEatingRussians	Eskort	Eskort Food
Joe Public United	#EatWithIt	AB InBev	Flying Fish flavoured beer
King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
Joe Public United and Publicis	The Anti-Advertising Advertising Campaign	Nedbank	Brand
King James Group (part of Accenture Song)	Live with Confidence	Sanlam	Brand
VMLY&R South Africa	Vodacom Summer	Vodacom	Telecommunications – Unlock Summer
MultiChoice Support Services (Pty) Ltd	DAWt Can't escape the past	Showmax	Dam
FCB Joburg (Pty) Ltd	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
Ogilvy	Bride Armour	AB InBev	Carling Black Label
MultiChoice Support Services (Pty) Ltd	Devilsdorp: What possessed them?	Showmax	Original documentary series
Joe Public United	Nyathi Rider	Chicken Licken	Super Slyder®
VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Ogilvy	Mswenko	Volkswagen South Africa	Polo Vivo
Breakthrough On A Budget			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Mark1 Media and Consulting (Pty) Ltd in partnership with DUKE and Dialogue	Upshot	RisCura	Investment
Joe Public United	Tequila Face	Arrive Alive	Vida ó Muerte Tequila
8909	Comedy Central EP	Comedy Central Africa	Comedy Central
Joe Public United	Unity Laces	Converse	Converse
Retroviral and Panther Punch	The Sixty60Swindler	Checkers Sixty60	Checkers Sixty60
HelloFCB+	One Voice	Western Cape Government	Gender-based violence
So Interactive	Work Anywhere	Logitech	Logitech
HelloFCB+	Milk It Awards	Steri Stumpie	Steri Stumpie

Fresh AF	Ziphathe Grand	KFC	KFC Treats
Vicinity Media	#WhereIsMyAd Campaign	Vicinity Media	Location-based ad technology
VMLY&R South Africa	Voice of the People	Nando's	Food/Restaurants/Fast food
Branded Content			
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
Retroviral and Panther Punch	The Sixty60Swindler	Checkers Sixty60	Checkers Sixty60
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
HelloFCB+	One Voice	Western Cape Government	Gender-based violence
King James Group (part of Accenture Song)	Period Plot Twists with Stayfree®	Johnson & Johnson	Stayfree® menstrual care
Promise	Lulu	AB InBev	Castle Lite
Fresh AF	Ziphathe Grand	KFC	KFC Treats
King James Group (part of Accenture Song)	The Neverending Tourists	Wesgro	Cape Town and the Western Cape
King James Group (part of Accenture Song) and Universal Productions	The Sanlam Mbola-Money Family Game Show	Sanlam	Finance
King James Group (part of Accenture Song)	Save What Matters	TymeBank	GoalSave
FCB Joburg (Pty) Ltd	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
FCB Joburg (Pty) Ltd	Toyota Genuine Fam	Toyota South Africa Motors	Genuine
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
TBWA Hunt Lascaris Johannesburg	Bok Rituals	MTN South Africa	Springbok sponsorship
Ogilvy	Game On	Volkswagen South Africa	Polo
CRAFT AWARDS, proudly sponsored by Joe Public United			
Entrant	Title	Brand	Product
Craft – Marketing Copywriting			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Machine_	Xhosa-fying Halloween	UCOOK	UCOOK Meal Kits
Primedia Broadcasting	How to launch a vehicle without a vehicle to launch	Primedia Broadcasting	Audi Future Is An Attitude Podcast
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota
VMLY&R South Africa	Voice of the People	Nando's	Food/Restaurants/Fast food
Digitas Liquorice JHB	Nedbank – Mashonisa Excuse Generator	Nedbank	Credit Card
Craft – Research			
Machine_	Xhosa-fying Halloween	UCOOK	UCOOK Meal Kits
Craft – Interface Design			
Byte Orbit	Shyft Shares	Standard Bank	Mobile application
Byte Orbit	The Shoprite Money Market Account	Shoprite	Mobile application
INJOZI Design CC	GTI 8 On Tour	Volkswagen	VW GTI 8
Hellocomputer	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust	Groote Schuur Hospital Trust
MakeReign	Making trader's lives easier	Flash Mobile	Virtual products point of sales
MakeReign	#WeDeserveBetr	Betr	Digital banking platform
MakeReign	Colossal site for Tyrannosaurus Tech	Tyrannosaurus Tech	Development agency
MakeReign	Delivering the future of frictionless finance	Rho	Cash- and spend-management SaaS
MakeReign	One For All, And 1ForYou	1ForYou	Cash and payment vouchers
Ogilvy	Mswenko	Volkswagen South Africa	Polo Vivo
Ogilvy	Game On	Volkswagen South Africa	Polo
Craft – Software, Coding & Technical Innovation			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Mark1 Media and Consulting (Pty) Ltd	#YouBelongToCelebrate	Brutal Fruit	620 ml Grand Luxe

Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
INJOZI Design CC	The Bridge To The New World	Nanodyn	Nanodyn website: 3D worlds
Vicinity Media	AdTrust	Vicinity Media and Location Bank	AdTrust
Vicinity Media	The Near Me Microapp	Vicinity Media	The Near Me Microapp
King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
King James Group (part of Accenture Song)	Confidence Coach	Sanlam	Brand
Craft – Strategy			
8909	Comedy Central EP	Comedy Central Africa	Comedy Central
8909	#ILoveEatingRussians	Eskort	Eskort Food
8909	Who Got Chowd on Twitter	Eskort	Eskort Food
Joe Public United	Tequila Face	Arrive Alive	Vida ò Muerte Tequila
Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Ogilvy	Game On	Volkswagen South Africa	Polo
Craft – UX			
Byte Orbit	Shyft Shares	Standard Bank	Mobile application
Byte Orbit	The Shoprite Money Market Account	Shoprite	Mobile application
INJOZI Design CC	GTI 8 On Tour	Volkswagen	VW GTI 8
MakeReign	Making trader's lives easier	Flash Mobile	Virtual products point of sales
MakeReign	One For All, And 1ForYou	1ForYou	Cash and payment vouchers
MakeReign	Smashing New Website For Smashbrand	Smashbrand	Branding agency
MakeReign	#WeDeserveBettr	Bettr	Digital banking platform
MakeReign	Colossal site for Tyrannosaurus Tech	Tyrannosaurus Tech	Development agency
MakeReign	Delivering the future of frictionless finance	Rho	Cash- and spend-management SaaS
Ogilvy	Bestmed made better	Bestmed	Bestmed medical scheme
Craft – Online Video Production			
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
King James Group (part of Accenture Song)	I'll Bring the Wine	Nederburg	Brand
Joe Public United	What The Flying Fish?!	AB InBev	Flying Fish
Joe Public United and Publicis	The Anti-Advertising Advertising Campaign	Nedbank	Brand
Joe Public United and Publicis	Nuggets of Wisdom	Chicken Licken	SoulBites
Ogilvy	The Power of Vrrr Pha	Volkswagen South Africa	GTI
Ogilvy	Game On	Volkswagen South Africa	Polo
Craft – Social Media Community Management			
Network24	Network24 – Social media community management	Network24	Social media
Promise	Lulu	AB InBev	Castle Lite
VMLY&R South Africa	Voice of the People	Nando's	Food/Restaurants/Fast food
Craft – Digital Media			
Promise	Lulu	AB InBev	Castle Lite
Ogilvy	KFC Ramadaan Redirect	KFC	KFC
Digitas Liquorice JHB	Nedbank CIB brand – We're Not Green For Nothing	Nedbank	CIB
Ogilvy	Game On	Volkswagen South Africa	Polo
Craft – Use of Sound			
TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Joe Public United	What The Flying Fish?!	AB InBev	Flying Fish
Freshive	The Sound of Highball	Johnnie Walker	Johnnie Walker Highball
FCB Joburg (Pty) Ltd	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
Ogilvy	Sounds of iDiski	MultiChoice DSTv	DSTv Compact
FCB Joburg (Pty) Ltd	#ToyotaStories	Toyota South Africa Motors	Toyota

Ogilvy	Spotify Sound Tour	Spotify	Spotify
Ogilvy	The Power of Vrrr Pha	Volkswagen South Africa	GTI
Craft – Interactive Design			
King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
FCB Joburg (Pty) Ltd	Corolla Cross AR Viewer	Toyota South Africa Motors	Corolla Cross
Ogilvy	Spotify Sound Tour	Spotify	Spotify
Ogilvy	Game On	Volkswagen South Africa	Polo
Excellence in Voice Experience Design			
TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Digital Content Marketing			
John Brown South Africa (Pty) Ltd	Nine Yards omnichannel campaign	Old Mutual Corporate	Nine Yards omnichannel
Machine_	Ngage	Transaction Capital Risk Services	Transaction Capital Risk Services
8909	Comedy Central EP	Comedy Central Africa	Comedy Central
8909	#ILoveEatingRussians	Eskort	Eskort Food
8909	Who Got Chowd on Twitter	Eskort	Eskort Food
King James Group (part of Accenture Song)	Confidence Coach	Sanlam	Brand
Ogilvy	Game On	Volkswagen South Africa	Polo

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