

# Nalisha Lalloo toasts new digital talent in her role as 2016 Bookmarks judge

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As digital marketing manager for Pernod Ricard, Nalisha Lalloo knows full well the challenges of marketing in the highly regulated liquor industry. For Nalisha, innovation in digital marketing is vital to her job and is the main reason she jumped at the opportunity to be a judge for the 2016 Bookmark Awards.



“Being a judge at the Bookmarks Awards means I have the perfect bird’s-eye view of the great work being done in SA’s digital industry. The awards are a good sense check of the calibre of work in the industry. Most importantly, they encourage good campaign results and push levels of innovation,” says Nalisha.

Not one to shy away from a challenge, Nalisha counts herself very lucky to be able to work on some of SA’s most exciting brands. In her view the regulations and marketing restrictions that exist in the alcohol industry simply push her and her team to think in truly innovative ways in order to achieve efficiencies in results as well as creative impact.

According to Nalisha it’s here that organisations like the IAB can add real value to the brands playing in the “dark marketing” space.

“The IAB can be extremely beneficial in assisting regulated industries to fully understand the parameters within which they can operate, but also share knowledge about the best ways to maximise activities within those parameters,” said Nalisha.

Before marketing products like Absolut Vodka and Jameson Whiskey, Nalisha started her career in digital as a Digital Strategy Executive at Mindshare SA in 2008. Since then she has been firmly entrenched in the art of digital marketing and has herself been the winner of no less than three Bookmarks Awards. Most notable was the award for Levi’s innovative Go Forth campaign in 2011 - an experience that Nalisha counts as one of the most inspiring projects she’s worked on to date.

In her time off Nalisha can be found writing fiction and spending time with her Canadian boyfriend, because Maple syrup.

## About 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 industry in South Africa. The IAB South Africa represents the digital industry across all sectors including the media, the marketing community, government and the public, and also acts as the channel through which international bodies can enter the South African digital market. The IAB South Africa currently represents over 200 members including online publishers, creative, media and digital agencies, brands and educators between them accounting for more than 36 million local unique browsers and almost one billion page impressions. The IAB South Africa strives to provide members with a platform through which they can engage, interact and address digital issues of common interest, thereby stimulating learning and commerce within the South African digital space. To find out more about the IAB South Africa, visit its website ([www.iabsa.net](http://www.iabsa.net)), like us on Facebook <https://www.facebook.com/iab.southafrica> and follow [@iab\\_sa](#) on Twitter.

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