

Finalists announced for the IAB Bookmark Awards 2015

The finalists have been confirmed for this year's IAB Bookmarks Awards. The selected agencies, publishers, developers and individuals were picked from a record number of entries.



The winners will be announced at a ceremony at Turbine Hall in Newtown, Johannesburg on 19 February 2015, which is preceded by the inaugural IAB Digital Summit in association with BBC.com. 11 international speakers will participate in a multi-disciplinary forum to discuss the most recent innovations, trends, strategies, challenges and solutions in the field of digital media and marketing.

Speakers include [Matthew Bull](#) from Bull Whitehouse, IAB Bookmarks International agency judge who in light of the dynamism of the digital industry will only reveal his topic at the summit.

[Click here to register for the event.](#)

Finalists in the 2015 IAB Bookmark awards are:

CORE AWARDS: Websites / Microsites / Mobisites

Brand, Commercial & Retail Websites

- Capitec Bank Website - Quirk
- Real Meal Revolution Website Revamp & Online Course - Lima Bean
- Chas Everitt Website - Saatchi & Saatchi Synergize
- Lexus.co.za - Hellocomputer

- FCB Global Website - Hellocomputer

Microsites

- The Penguin Run - Utopia
- Meet Your Match: Whisky Profiler - Punk / King James Group
- An ordinarily extraordinary South African Adventure Microsite - Fogg Experiential Design & Ireland Davenport Joint Entry
- Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
- C-Class - No Alternative - iProspect South Africa
- The Journal - Hellocomputer
- Ride Epic - Injozi
- Samsung GALAXY S5 Be the First - Etiket
- SARIE Voorbladgesig van die Jaar 2014 in samewerking met Revlon - Media24/ *SARIE Magazine*
- New Golf R - OgilvyOne South Africa
- Food Lover's Market LOVETHEBIKE Challenge - Voice Factory
- HerdTracker - The world's first app to track Africa's great migration - Discover Africa
- For the BOLD - Mortimer Harvey
- Olmeca Switch On The Night - Hellocomputer

- GLA - #GLAadventure - iProspect

Public Service sites

- The Penguin Run - Utopia
- Bookly - NATIVE VML
- Social Feed - Hellocomputer

Publisher sites (mass appeal)

- Eyewitness News - Primedia Broadcasting
- www.etv.co.za - Creative Spark
- DRUM - Media24 (Pty) Ltd.
- News24 Live - 24.com
- DStv Portal - DStv Digital Media
- Sowetan LIVE - Times Media Live

Specialist Publisher sites (smaller, niche audiences)

- Between 10and5 / www.10and5.com - Between 10 and 5
- ZANEWS - Both Worlds
- What'sForDinner? - Liquorice & Mindshare
- Eatout.co.za relaunch - OnNet
- TheJuice - TheJuice
- The Journal - Hellocomputer
- Gearburn.com - Burn Media
- Table Mountain Aerial Cableway Website - Flow Communications
- DestinyConnect (www.destinyconnect.com) - Creative Spark

CORE AWARDS: Advertising & Search

Branded Content

- One Rand Man - King James Group / Society / Atmosphere
- Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
- Through the Eyes of a Child ("What do our children really learn from us?") - Society / Punk / Atmosphere / King James Group
- Kreepy Krauly Wrangler - Retroviral
- Indie Channel - NATIVE VML
- Life Surprises - Society / King James Group
- Robertsons Masterclass - Liquorice
- Johnnie Walker/ Kings of Flavour/ Branded Content - MECGroup
- Sunlight #ShareTheHappy - Liquorice
- New Golf R - OgilvyOne South Africa
- Castle Lager BraaiPhone - Retroviral

Display advertising

- The Unskippable Skip Ad - Ireland / Davenport
- FNB League of Innovators - Gloo

- Supersport We Are Brazil World Cup - Neo@Ogilvy

Media Plan

- Vodacom 20 Years - Lighthouse Digital
- Flora It Takes A Village - Liquorice
- BMW 2 Series - Are you 2 Enough? - Gloo & Vizeum
- Capitec | Join Us & Oscar Sponsorship - PHD Media South Africa
- Sage - Always On Media Plan - Neo@Ogilvy
- Project Trapped - Saatchi & Saatchi Synergize
- Whatsfordinner - Liquorice & Mindshare

Native Advertising

- Comedy Central "Own a piece of South Park" - OgilvyOne South Africa
- Castle Lite Cold Room - Liquorice
- Smirnoff Ice Double Black With Guarana - Explore The Night - MECGroup & AdVine

Search Marketing

- Woolworths: Always On Media Campaign 2014 - Quirk
- Chas Everitt Search Campaign - Saatchi & Saatchi Synergize
- RE/MAX: Website Migration Recovery - R.O.I. Digital
- Capitec | Credit Acquisition Campaign - PHD Media South Africa
- Sun International SEO Campaign - Quirk
- FIFA World Cup 2014: Increasing Leads While Maintaining a Low CPA - The-Media-Image
- Direct Axis Illumination Campaign - Rogerwilco
- Dealfinder.co.za SEO / Organic Campaign - Clicks2Customers
- Paid Search Driving Kalahari's Year On Year Growth - The-Media-Image
- The Last Word: PPC - World Wide Creative
- Varsity College Search Optimisation - THB Click
- Genesis Medical Scheme David vs Goliath SEO Campaign - Rogerwilco

Publisher Trade Marketing Campaign

- Sony E3 Experience powered by Sony Experia Z2 - Burn Media

CORE AWARDS: Email Marketing

Email Campaign

- What'sForDinner Wigwam - Liquorice

Email Publication

- Spree.co.za Newsletters - Spree.co.za
- First Thing & Weekend Thing Newsletter - Daily Maverick

CORE AWARDS: Social, Community & PR

Social Media Campaigns

- One Rand Man - King James Group / Society / Atmosphere
 - FNB Ideas Can Help - Gloo
 - The Penguin Run - Utopia
 - PoloTag - OgilvyOne South Africa
 - Get me to 21 - Lowe and Partners Cape Town
 - Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
 - Design Indaba, ABSA Sponsorship - Make Think Become Did - BNRY & Jupiter Drawing Room Johannesburg
 - Unite Joburg - Publicis Machine
 - The Street Store - M&C Saatchi Abel
 - Dinnercam - Society / Atmosphere / King James Group
 - MWEB TweetSeat - Society / Atmosphere / King James Group
 - Magnum Pink & Black Twitter Auction - Liquorice
 - Savanna Serenades - Quirk
 - FNB Adventures of RB - Lighthouse and Gloo
 - Whopper Your Selfie - King James Group / Punk / Society / Atmosphere
 - Chicken Licken's 'Secret Menu' - Net#work BBDO
 - C-Class - No Alternative - iProspect South Africa
 - 60 days to #LIVEWITHHEART - Hellocomputer
 - Absa April Fools' - Base2
 - Choma - NATIVE VML
 - Sunlight - Liquorice
 - South African Tourism #MeetSouthAfrica - Flow Communications
 - Design Indaba Newsroom - Publicis Machine
 - Sowetan Live - NATIVE VML
 - The Mirage Fuel Challenge - Gullan&Gullan Digital
 - SuperSport World Cup Live - Levergy
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- Social Feed - Hellocomputer

Social Media Properties

- FNB Ideas Can Help - Gloo
 - Savanna Cider on Social - Quirk
 - Chamber of Mines South Africa: What's yours is mined - Quirk
 - SuperSport social media - DStv Digital Media
 - Robertsons Herbs and Spices - Liquorice
 - Varsity College Digital Eco-System - THB Click
 - Magnum - Liquorice
 - Sunlight - Liquorice
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- Three Ships Gets Social - Quirk

Use of User Generated Content

- Bookly - NATIVE VML
- FNB Ideas Can Help - Gloo
- Whopper Your Selfie - King James Group / Punk / Society / Atmosphere
- Design Indaba, ABSA Sponsorship - Make Think Become Did - BNRY & Jupiter Drawing Room Johannesburg
- American Swiss Billboard Campaign - World Wide Creative
- 60 days to #LIVEWITHHEART - Hellocomputer

- Project Trapped - Saatchi & Saatchi Synergize
- The Street Store - M&C Saatchi Abel
- #ShareTheHappy Mxit - Liquorice
- #EdgarsJika - M&C Saatchi Abel
- #Kulula13 - NATIVE VML

CORE AWARDS: Application & Tools

Browser-based Software

- News24 Elections Maps - 24.com
- WeChatBuilder - Swipe Interactive
- OMO Fast Kids - Liquorice
- Vaseline Skin Analysis In 60 Seconds - Liquorice
- Vicinity Adserver Platform - Vicinity
- Meet Your Match - Punk / King James Group
- Brandtribe - Techsys Digital
- Capitec Bank CMS platform - Quirk

Games and gamification

- BMW 2 series - Gloo
- PoloTag - OgilvyOne South Africa
- Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
- Ride Epic - Injozi
- C-Class - No Alternative - iProspect South Africa
- What'sForDinner Trolley Dash - Liquorice & Mindshare
- MINILECTRIX - Gloo
- Design Indaba, ABSA Sponsorship - Make Think Become Did - BNRy & Jupiter Drawing Room Johannesburg
- Citroen DS3 Cabrio Launch - iLogic

CORE AWARDS: Integrated/ Mixed Media

Data Inspired Creative

- News24 Elections Maps - News24
- #DSTVGuideme - NATIVE VML & DStv Digital Media
- Discovery Healthy Company - BNRy
- Sowetan Live - NATIVE VML

Digital Installations and activations

- Design Indaba, ABSA Sponsorship - Make Think Become Did - BNRy & Jupiter Drawing Room Johannesburg
- The Penguin Run - Utopia
- Magnum Pink & Black Twitter Auction - Liquorice
- Chocnology - NATIVE VML
- PoloTag - OgilvyOne South Africa
- Unite Joburg - Publicis Machine

- Whisky Profiler: Sensorium - King James Group / Society/ Punk
 - Dinnercam - Society / Atmosphere / King James Group
 - Crime Scene - Cinema Activation - Ireland / Davenport
 - MINILECTRIX - Gloo
 - Blok - an innovative off plan property sales kiosk and app - Formula D interactive
 - MWEB TweetSeat - Society / Atmosphere / King James Group
 - The Walking Dead iPad Activation - Ireland / Davenport
 - Citroen DS3 Cabrio Launch - iLogic
 - Wi-Fi Hotspot - Ireland / Davenport
 - Twerk Activated Beer Machine - Liquorice
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- Robertson's #Skydine - Liquorice

Integrated Multi-platform campaign

- Chocnology - NATIVE VML
 - Bookly - NATIVE VML
 - Comedy Central "Own a Piece of South Park." - OgilvyOne Cape Town
 - One Rand Man - King James Group / Society / Atmosphere
 - Explore The Night - Isobar Cape Town
 - Project Trapped - Saatchi & Saatchi Synergize
 - FNB League of Innovators - Gloo
 - Whopper Your Selfie - King James Group / Punk / Society / Atmosphere
 - Design Indaba, ABSA Sponsorship - Make Think Become Did - BNRY & Jupiter Drawing Room Johannesburg
 - Lucky Pet - It's Fish They're After - The Jupiter Drawing Room (Cape Town)
 - Meet Your Match - King James Group / Punk / Society / Atmosphere
 - BMW 2 series - Gloo & Vizeum
 - Castle Lager "Braai App" - Gloo
 - Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
 - Big Brother Africa - DStv Digital Media
 - RAB "ON THE SPOT" CAMPAIGN - Quirk
 - Smirnoff 1818 ClubHouse Driver - Integrated Mixed Media - MECGroup
 - Choma - NATIVE VML
 - Made of Black - Isobar Cape Town
 - J&B - Shazam Integrated Multi-platform - MECGroup & AdVine
 - Hungry Lion - Lucky Bucket Integrated Campaign - Quirk
 - #OSCAREXTRA POP-UP RADIO STATION - Primedia Broadcasting
 - Guntree Extreme ReFresh - Ogilvy Public Relations Cape Town
 - Indie Channel - NATIVE VML
 - AXECESS launch campaign - Gorilla
 - Johnnie Walker - Kings Of Flavour - Integrated Mixed Media - MECGroup
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- Chase the Yaris - Hellocomputer

Integrated Mobile campaign

- BMW 2 series - Gloo & Vizeum
- Bookly - NATIVE VML
- VODACOM SOCCER - V-Live & USSD Portals - MobiMedia
- Amarula 25th Birthday - Liquorice
- PoloTag - OgilvyOne South Africa
- Castle Lite Extra Cold Music - Liquorice

- Social Feed - Hellocomputer
- #allinPirates - 140 BBDO

- Choma - NATIVE VML

CORE AWARDS: E-commerce

Ecommerce-Site

- Spree.co.za - Spree.co.za
- Vodacom online contract and upgrade applications - Vodacom
- Unilever Deals - Thumbtribe

CORE AWARDS: Mobile

Mobile Application/ Tool

- Bookly - NATIVE VML
- News24 Elections - 24.com
- BMW 2 series - Gloo
- Vodacom "Java App" - Lighthouse and Gloo
- Castle Lager "Braai App" - Gloo
- Vicinity Adserver Platform - Vicinity
- Design Indaba, ABSA Sponsorship - Make Think Become DidBNRY - & Jupiter Drawing Room Johannesburg

Mobile Publication

- Castle Lite Extra Cold Mobile Music - Liquorice
- Huisgenoot Resepte & YOU Recipes - Media24

Mobile Site

- News24 Elections Mobile Site - 24.com
- Bookly - NATIVE VML
- Soccer Laduma - Swipe Interactive
- www.gometro.co.za - Go Metro Pty Ltd

Rich Media Advertising for Mobile Devices

- New Spin On Things - TBWA\Tequila\Johannesburg
- Johnson's Baby-Triple Baby Protection Rich Media - Mark 1 Media

CRAFT AWARDS

Editorial (media - news, magazines, radio, and TV stations/networks)

- mg.co.za - M&G

- Cerebra Editorial - Cerebra
- Anglo American: 2014 Mining Indaba - Ogilvy PR and Social@Ogilvy
- 947 - Primedia Broadcasting
- Love Your Home digital magazine - Narrative
- KFM - Primedia Broadcasting
- BBC.com Africa - BBC.com Africa

UX Design

- Capitec Bank Website - Quirk
- Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
- PGP Capture - New Media Labs
- Join Our Table - Injozi
- New Golf R - OgilvyOne South Africa
- Mobi Real Estate Website - Prop Data

Graphic Design

- Meet Your Match - Punk / King James Group
- PoloTag - OgilvyOne South Africa
- Capitec Bank Website - Quirk
- Join Our Table - Injozi and Havas Worldwide
- FNB League of Innovators - Gloo
- Explore The Night - Isobar Cape Town
- BMW 2 series - Gloo
- The Journal - Hellocomputer
- Olmeca Switch On The Night - Hellocomputer

Tech. Innovation

- Chocnology - NATIVE VML
- Bookly - NATIVE VML
- Amarula 25th Birthday - Liquorice
- Ride Epic - Injozi
- SnappBox - Snapplify
- PUMA "Visar" - Gloo
- Blok app - a new tool for off plan property sales - Formula D interactive
- Webfluential - Webfluential
- FNB Joburg Art Fair - Gloo
- Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
- ZoomPress 2.0 - Kazazoom
- Anglo American Mining Indaba Interactive Projection Table - HKLM and The Kinetic

Copywriting

- The Penguin Run - Utopia
- Comedy Central "Own a Piece of South Park." - OgilvyOne Cape Town
- Med-Lemon Sick Tweets - 140 BBDO

- FNB League of Innovators - Gloo
- One Rand Man - Society / King James Group

Use of online video, audio and music

- Smuggle the Rainbow. Taste the Rainbow. - DDB South Africa
- #RoadToRancho - MotionCityFilms
- The Walking Dead iPad Activation - Ireland / Davenport
- Meet Your Match - Punk / King James Group
- Indie Channel - NATIVE VML

News wire

- TEAMtalk Media Newswire - TEAMtalk Media
- APO (African Press Organization) - APO
- Direct Axis Illumination Campaign - Rogerwilco

Research and Insights Projects

- Vaseline Skin Analysis In 60 Seconds - Liquorice
- Understanding Financial Literacy & Debt in Low LSM Youth - NATIVE VML
- Nedbank - DigitLab

INDIVIDUAL & TEAM AWARDS

Best Editorial Team

- ZANEWS - Both Worlds
- Daily Maverick - Daily Maverick
- Burn Media - Burn Media
- Between 10and5 - Between 10 and 5
- Huisgenoot, YOU and DRUM editorial team - Media24 (Pty) Ltd.
- South African Tourism - Flow Communications
- Soccer Laduma Editorial Team - Soccer Laduma
- Social@Ogilvy Editorial Team - Social@Ogilvy

Best Digital/ Media Strategist

- Klaus Germann - Hellocomputer
- Mike Jones - NATIVE VML
- Sarietha Engelbrecht - Media24 Magazines
- Jessica van der Westhuyzen - NATIVE VML
- Catherine Murray - Creative Spark

Best Creative/ Designer/ Copywriter/ Content Writer

- Ryan McManus - NATIVE VML
- Emma Carpenter - Quirk

- Emile Rohlandt - Hellocomputer

Best Young Gun

- Christopher Cannoo - Saatchi & Saatchi Synergize
- Joe Crann - Soccerladuma
- Myka Hecht-Wendt - Saatchi & Saatchi Synergize
- Victoria Smith - Saatchi & Saatchi Synergize
- Sam Wells - Hellocomputer
- Matthew Crisp - Liquorice

- David Tshabalala - SoulProviders

Best Community Manager/ Social Media Marketer

- Donovan White - NATIVE VML
- Keenan Harduth - Cerebra

- Wilmer Müller - *Huisgenoot*

Best Account/ Client Service Manager

- Chantal Brunette - NATIVE VML
- Estelle Visser - Saatchi & Saatchi Synergize

Best Search Marketer

- Brett Pringle - Rogerwilco
- Andre Wilkinson - Saatchi & Saatchi Synergize

- Graeme Stiles - Quirk

Best Journalist

- Richard Poplak - Daily Maverick
- Ranjeni Munusamy - Daily Maverick
- Thomas Holder - Eyewitness News
- Angus Powers - Union Sports Mag
- Aletta Gardner - Eyewitness News

- Stuart Thomas - Burn Media

Best Editor

- Branko Brkic - Daily Maverick
- Alix-Rose Cowie - Between 10 and 5
- Wilmer Muller - Huisgenoot
- Adrian Ephraim - M&G
- Izak Minnaar - SABC Digital News
- Amanda Moore - Eyewitness News - Primedia Broadcasting
- Michelle Atagana - Burn Media

- Stuart Thomas - Burn Media

Best Blogger

- Diary of a zulu girl - Diary of a zulu girl

Best Ad-Ops Team

- MECGroup Ad Ops - MECGroup
- Sizmek - Sizmek

- Mark 1 Ad Ops Team - Mark 1 Media

Jarred Cinman, IAB Chairman, says "The re-imagined IAB Bookmark awards are one of the many initiatives planned by the IAB to grow, support and sustain a vibrant digital industry. We say congratulations to all our finalists, we look forward to awarding Pixels to the worthy winners on the night."

For more information, visit <http://iabsa.net/summit/home/>

For more, visit: <https://www.bizcommunity.com>