

# All the 2016 IAB Bookmark Awards finalists

Finalists for the 2016 IAB Bookmark Awards have been announced, following a record number of entries from South Africa's marketers, agencies, publishers and individuals!



Josephine Buys, CEO of IAB SA says the calibre of this year's Bookmarks entries shows a nation embracing digital in fresh, innovative ways as many of the finalists boasted engaging campaigns and authentic storytelling.

## 2016 IAB Bookmark Awards finalists

Category	Brand	Product	Title	Agency
Digital Strategy	Superbalist.com	Superbalist.com & The Way of Us	The Superbalist 100	Superbalist.com
Digital Strategy	Cell C		Rugbyginners	Hellocomputer
Digital Strategy	Pioneer Foods	Marmite	Battle of the Spreads	Liquorice Africa Advertising (Pty)
Digital Strategy	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Digital Strategy	22seven	22seven	Sorry	140 BBDO
Content Strategy	Superbalist	The Way of Us	The Way of Us	Superbalist.com
Content Strategy	City of Cape Town	City of Cape Town Anti-Drugs programme	Someone in Cape Town	King James Group
Content Strategy	Heavy Chef		Heavy Chef: Behind Digital Agencies Platform For Practical Learning	World Wide Creative
Content Strategy	NATIVE VML	The Digital Edge Live	The Digital Edge Live 2015	NATIVE VML
Content Strategy	Pernod Ricard South Africa	Jameson	Jameson Content Strategy	NATIVE VML
Digital Campaign	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Digital Campaign	Volkswagen	The new range of Polo Vivos	Polo Vivo - Anything is possible	Gloo@Ogilvy
Digital Campaign	Netwerk 24	Netwerk24.com	Klein Riaan	NATIVE VML
Digital Campaign	PASSOP (People Against Suffering Oppression and Poverty)		Give Refugees back their humanity	NATIVE VML
Digital Campaign	SASCOC	Durban 2022 Commonwealth Games Bid	Durban 2022	NATIVE VML
Digital Campaign	KFC	The Soundbite Table	KFC Soundbite	Gloo@Ogilvy
Digital Campaign	BMW South Africa	BMW i3	Talking Car	NATIVE VML

Digital Campaign	BirdLife South Africa	International Vulture Awareness Day	Tuluver	Utopia
Digital Campaign	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	The Master's Collection	Quirk Cape Town (Pty) Ltd & 140BBDO
Mobile Campaign	Volkswagen	The New Volkswagen up!	The Uber Test Ride	Gloo@Ogilvy
Mobile Campaign	Tafel Lager	Tafel Lager	Let's Celebrate Namibia	Techsys Digital
Mobile Campaign	Unilever	Knorr whatsfordinner?	Chef Wendy SMS	Liquorice Africa Advertising (Pty)
Mobile Campaign	Brand House	Captain Morgan	Captain Morgan Please Meet Me	Gloo@Ogilvy
Mobile Campaign	Unilever	Shield Deodorant and Antiperspirant	Shield - Connect with Shield	Gorilla Creative Media
Data-driven Campaign	Tafel Lager	Tafel Lager	Let's Celebrate Namibia	Techsys Digital
Data-driven Campaign	C.N.A	Month End Campaign	Thank U Database Match	PHD Media
Integrated Campaign	Nivea	Nivea	Pay with Care	Gloo@Ogilvy
Integrated Campaign	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Integrated Campaign	New Balance	New Balance	Comrades	King James Group
Integrated Campaign	Lucozade	Lucozade	Lucozade Give Me Strength	Gloo@Ogilvy
Integrated Campaign	Netwerk 24	Netwerk 24	Klein Riaan	NATIVE VML
Integrated Campaign	Johnnie Walker	Johnnie Walker Whiskey	Walker Wager	King James Group
Integrated Campaign	Sanlam	Sanlam	One Rand Family	King James Group
Paid Search Marketing	Neilsons		Search Brand Protection	The Media Image
Paid Search Marketing	Coral		Making Every Click Count	The Media Image
Paid Search Marketing	RE/MAX of Southern Africa	Real Estate	Search Saves the Day	R.O.I Digital
Paid Search Marketing	Sage One South Africa	Online Accounting Software	Sage One Paid Search Marketing	Saatchi & Saatchi Synergize
Organic Search Marketing	McDonald's	Brand	OK Google	Quirk Agency
Organic Search Marketing	Ariel	SEO	Ariel YouTube Optimisation	Saatchi & Saatchi Synergize
Organic Search Marketing	Makro		Makro SEO	Quirk Agency
Organic Search Marketing	Clicks		Clicks.co.za - The Journey to E-commerce	Clicks2Customers
Display Advertising	Volkswagen	The new range of Polo Vivos	Polo Vivo - Anything is possible	Gloo@Ogilvy
Display Advertising	Lucozade	Lucozade	Lucozade Give Me Strength (YouTube)	Gloo@Ogilvy
Display Advertising	Lucozade	Lucozade	Lucozade Give Me Strength (WeTransfer)	Gloo@Ogilvy
Display Advertising	Q20	Multi-purpose Lubricant	Q20 Squeaky Browzer	M&C Saatchi Abel
Native Advertising	Nando's		Nando's Art Initiative	Between 10and5
Native Advertising	adidas		adidas Superstar	Between 10and5
Native Advertising	Bobbi Brown -- Estee Lauder Companies	Bobbi Brown Brand	Bobbi Brown Pretty Powerful	Between 10and5
Native Advertising	DKNY - Estee Lauder Companies	DKNY Perfume	DKNY MjNy	Between 10and5
Branded Content	Media24	Careers24	Game ranger loses his shit	Gloo@Ogilvy
Branded Content	Red Bull	The Red Bull X-Fighters Semi-Finals Event	The Red Bull X-Fighters Tricktionary Tapes	NATIVE VML
Branded Content	Puma	Live Virtual Reality Music Event	Puma #Represent698	Gloo@Ogilvy
Branded Content	Pick n Pay	Pick n Pay Wine Selection	PICK N PAY GLASS ACT	John Brown Media
Branded Content	New Balance	New Balance	Comrades	King James Group
Branded Content	New Balance	New Balance	Baby vs Dale Steyn	King James Group
Branded Content	Johnnie Walker	Johnnie Walker Whiskey	Walker Wager	King James Group

Branded Content	Sanlam by Glacier	Sanlam by Glacier	#FutureFWD	King James Group
Branded Content	Sanlam	Sanlam	One Rand Family	King James Group
Branded Content	takealot.com	takealot.com	Suzelle does Christmas	M&C Saatchi Abel
Social Paid Advertising	BMW	BMW 1 Series	BMW 1 Series LCI Launch Campaign	EOH Digital
Social Paid Advertising	Sage One South Africa	Online Accounting Software	Sage One Paid Social advertising	Saatchi & Saatchi Synergize
Social Paid Advertising	Mini	The New Mini 5-Door	#MINITOSPACE	Gloo@Ogilvy
Social Paid Advertising	Lucozade	Lucozade	Lucozade Give Me Strength	Gloo@Ogilvy
Social Paid Advertising	C.N.A	Month End Campaign	Suburb Targeting	PHD Media
Social Paid Advertising	Unilever	Shield Deodorant and Antiperspirant	Shield - First in Africa	Gorilla Creative Media
Innovative use of Media	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Innovative use of Media	PASSOP (People Against Suffering Oppression and Poverty)		Give Refugees back their humanity	NATIVE VML
Innovative use of Media	Lucozade	Lucozade	Lucozade Give Me Strength (WeTransfer)	Gloo@Ogilvy
Innovative use of Media	Exclusive Books	Exclusive Books	Valentine's Day	Thirtyfour
Innovative use of Media	Unilever	Shield Deodorant and Antiperspirant	Shield - First in Africa	Gorilla Creative Media
Email	Superbalist.com		Superbalist Email Strategy	Superbalist.com
Email	Mini	The New Mini 5-Door	#MINITOSPACE	Gloo@Ogilvy
Email	Col'Cacchio	Col'Cacchio Banting Menu	Col'Cacchio Slim down mailer	TWO.AMAgency
Rich Media Advertising for Mobile	Lucozade	Lucozade	Lucozade Give Me Strength	Gloo@Ogilvy
Rich Media Advertising for Mobile	General Motors	Opel Adam	Game Changer	Mark 1
Existing Social Communities	Col'Cacchio	Col'Cacchio Pizzeria	Col'Cacchio Instagram Account	TWO.AMAgency
Existing Social Communities	Jose Cuervo	Social Media	Jose Cuervo Social Media	Saatchi & Saatchi Synergize
Existing Social Communities	Pernod Ricard South Africa	Jameson Irish Whiskey	Jameson Facebook Page	NATIVE VML
Existing Social Communities	Nando's	Fast Food/Restaurant	The big bird on Twitter	Publicis Machine
Existing Social Communities	Steri Stumpie	Steri Stumpie	Steri Stumpie social channels	King James Group
Existing Social Communities	City of Cape Town	City of Cape Town	Social channels	King James Group
Existing Social Communities	Unilever	Stork Bake Baking Margarine	Stork Love To Bake Community	Gorilla Creative Media
New Social Communities	Johnson's & Johnson's	Baby	Johnson's Baby Facebook Page	140 BBDO
New Social Communities	Gumtree	Gumtree.co.za	Gumtree Braaian Weber (Gumtree me, Please!)	Gloo@Ogilvy
New Social Communities	Gill Shampoo		#StopTheNonsenseMan	TBWA/Digital Arts Network in Africa
New Social Communities	Woolworths TASTE		Woolworths TASTE Instagram	New Media
Innovative Use of Social Media	Red Bull	The Red Bull X-Fighters Semi-Finals Event	The Red Bull X-Fighters Tricktionary Tapes	NATIVE VML
Innovative Use of Social Media	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Innovative Use of Social Media	Unilever	Knorr whatsfordinner?	Instant Inspiration	Liquorice Africa Advertising (Pty)

Innovative Use of Social Media	PASSOP (People Against Suffering Oppression and Poverty)		Give Refugees back their humanity	NATIVE VML
Innovative Use of Social Media	Bilingo		i-Captcha	NATIVE VML
Innovative Use of Social Media	Col'Cacchio	Col'Cacchio Pizzeria	Col'Cacchio Instagram Spin	TWO.AMAgency
Use of User Generated Content	Superbalist.com	Superbalist.com & The Way of Us	The Superbalist 100	Superbalist.com
Use of User Generated Content	DARG Animal Rescue	DARG Rescue Animals	DARG Facebook Photobomb	NATIVE VML
Use of User Generated Content	PASSOP (People Against Suffering Oppression and Poverty)		Give Refugees back their humanity	NATIVE VML
Use of User Generated Content	Akzo Nobel – Dulux South Africa	The Dulux Visualizer App	Picture it Before you Paint it - Visualizer App	FleishmanHillard
Use of User Generated Content	Brandhouse	Heineken®	Open Your City Mobile Experience	M&C Saatchi Abel
Social Media Campaigns	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Social Media Campaigns	PASSOP (People Against Suffering Oppression and Poverty)		Give Refugees back their humanity	NATIVE VML
Social Media Campaigns	SASCOC	Durban 2022 Commonwealth Games Bid	Durban 2022	NATIVE VML
Social Media Campaigns	Red Bull	The Red Bull X-Fighters Semi-Finals Event	The Red Bull X-Fighters Tricktionary Tapes	NATIVE VML
Social Media Campaigns	Nedbank	Card, Nedbank Greenbacks Rewards	Nedbank's @LoveGreenbacks Twitter Bot	NATIVE VML
Social Media Campaigns	New Balance	New Balance	Comrades	King James Group
Social Media Campaigns	City of Cape Town	City of Cape Town Anti-Drugs programme	Someone in Cape Town	King James Group
Social Media Campaigns	Johnnie Walker	Johnnie Walker Whiskey	Walker Wager	King James Group
Social Media Campaigns	Sanlam by Glacier	Glacier	#FutureFWD	King James Group
Social Media Campaigns	Sanlam	Sanlam	One Rand Family	King James Group
Social Media Campaigns	BirdLife South Africa	International Vulture Awareness Day	Tuluver	Utopia
Online PR	Marmite	Marmite	Love the Dark	J Walter Thompson Company Cape Town
Online PR	DARG Animal Rescue	DARG Rescue Animals	DARG Facebook Photobomb	NATIVE VML
Online PR	Volkswagen South Africa	up!	Uber up!	Gloo@Ogilvy
Online PR	SASCOC	Durban 2022 Commonwealth Games Bid	Durban 2022	NATIVE VML
Online PR	NATIVE VML	The Digital Edge Live	The Digital Edge Live 2015	NATIVE VML
Online PR	BirdLife South Africa	International Vulture Awareness Day	Tuluver	Utopia
Online Video Channel	Unilever - Robertsons Herbs and Spices	Robertsons Herbs and Spices	Robertsons Ultimate Braai Master	Liquorice Africa Advertising (Pty)
Online Video Channel	Jameson	Jameson INDIE Channel	Jameson INDIE Channel	NATIVE VML
Online Video Channel	New Balance	New Balance	Comrades	King James Group
Marketing Copywriting	City of Cape Town	City of Cape Town	Someone in Cape town	King James Advertising Cape Town Pty (Ltd)
Marketing Copywriting	Nando's	Fast Food/Restaurant	SA's most wanted and most loved writer	Publicis Machine
Marketing Copywriting	Exclusive Books	Exclusive Books	Valentine's Day	Thirtyfour
Marketing Copywriting	Sanlam	Sanlam	One Rand Family	King James Group

Marketing Copywriting	takealot.com	takealot.com	Suzelle does Christmas	M&C Saatchi Abel
News or Feature Writing	Superbalist	The Way of Us	The Way of Us	Superbalist.com
News or Feature Writing	EYEWITNESS NEWS		Aletta Harrison - Prison Yoga	EYEWITNESS NEWS
News or Feature Writing	EYEWITNESS NEWS		EWN WhatsApp Briefs	EYEWITNESS NEWS
News or Feature Writing	eNCA.com	Medupi graves investigation	Medupi graves investigation	eNCA.com
News or Feature Writing	Burn Media		Stuart Thomas – Excellence in News or Feature Writing	Burn Media
News or Feature Writing	SABC Digital News	Body of work: features	Excellence in Feature writing	Christelle du Toit
Research	Burn Media	Ventureburn	The Ventureburn Startup Survey - Excellence in Research	Burn Media
Research	Momentum		Multiply School tool	NATIVE VML
Interface Design	Superbalist	Superbalist.com site	Superbalist.com	Superbalist.com
Interface Design	Pernod Ricard	The Inner Circle	The Inner Circle Phase 1	Hellocomputer
Interface Design	BMW South Africa	BMW	Talking Car	NATIVE VML
Interface Design	Gauteng Tourism Authority	Cradle of Humankind	Cradle of Humankind App	INJOZI
Interface Design	Meyerton Engineering	Meyerton Engineering	Meyerton Mobile	INJOZI
Interface Design	Johnnie Walker	Johnnie Walker Whiskey	Walker Wager	King James Group
Coding & Tech. Innovation	KFC	The Soundbite Table	KFC Soundbite	Gloo@Ogilvy
Coding & Tech. Innovation	KFC	KFC Flash & Win - Interactive Drive - Thru	KFC Flash & Win	Gloo@Ogilvy
Coding & Tech. Innovation	BMW South Africa	BMW i3	Talking Car	NATIVE VML
Coding & Tech. Innovation	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	The Master's Collection	Quirk Cape Town (Pty) Ltd & 140BBDO
Strategy	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Strategy	The Foschini Group		TFG eCommerce	NATIVE VML
Strategy	Unilever	OMO	OMO Fast Kids Maths	Liquorice Africa Advertising (Pty)
UX Design	Pernod Ricard	The Inner Circle	The Inner Circle Phase 1	Hellocomputer
UX Design	The Foschini Group		TFG eCommerce	NATIVE VML
UX Design	Nedbank		Nedbank.co.za	NATIVE VML
UX Design	BMW South Africa	BMW i3	Talking Car	NATIVE VML
UX Design	Investec Asset Management	Investec Journal 3	Investec Journal 3	Hellocomputer
Online Video Production	Pernod Ricard South Africa	Absolut Khuli Film	Absolut Mamas Campaign	NATIVE VML
Online Video Production	SANSUI Summer Cup	SANSUI Summer Cup	Jozi Jockeys	Retroviral and Spitfire
Online Video Production	Unilever - Robertsons Herbs and Spices	Robertsons Herbs and Spices	Robertsons Ultimate Braai Master	Liquorice Africa Advertising (Pty)
Online Video Production	New Balance		Baby vs Dale Steyn	Giant Films
Online Video Production	Red Bull	The Red Bull X-Fighters Semi-Finals Event	The Red Bull X-Fighters Tricktionary Tapes	NATIVE VML
Online Video Production	Mini	The New Mini 5-Door	#MINITOSPACE	Gloo@Ogilvy
Online Video Production	22 Seven	22seven	22seven Brand Film	NATIVE VML
Online Video Production	New Balance	New Balance	Comrades	King James Group
Online Video Production	Johnnie Walker	Johnnie Walker Whiskey	Walker Wager	King James Group
Online Video Production	Sanlam	Sanlam	One Rand Family	King James Group
Online Video Production	Scouts South Africa	Youth development	Learn it young.	NOT NORM

Online Video Production	takealot.com	takealot.com	Suzelle does Christmas	M&C Saatchi Abel
Client Service	Account Manager Katherine Chase	Client Service	Excellence in Client Service	Saatchi & Saatchi Synergize
Client Service	Gia Berger		Gia Berger	NATIVE VML
Client Service	Absa	Absa Sponsorships	Building My Bridge	Cerebra
Ad Ops	Mini, McDonalds, Telkom	Mini, McDonalds, Telkom	Excellence In Adops	Mark 1
Social Media Community Management	Superbalist		Superbalist social media	Superbalist.com
Social Media Community Management	eNCA	eNCA Social Media	@eNCA- Trending or nothing	eNCA.com
Social Media Community Management	City of Cape Town	City of Cape Town	Social channels	King James Group
Social Media Community Management	Steri Stumpie	Steri Stumpie	Steri Stumpie social channels	King James Group
Social Media Community Management	Nando's	Fast Food/Restaurant	The big team behind the big bird on Twitter	Publicis Machine
Editorial	Superbalist	The Way of Us	The Way of Us	Superbalist.com
Editorial	Cerebra	Cerebra Editorial	Sharing our IP to up the industry's IQ	Cerebra
Editorial	Heavy Chef		The Heavy Chef Magazine: WorldClass Content Trends #1 On Social Media	World Wide Creative
Editorial	Jameson	Jameson INDIE Channel	Jameson INDIE Channel	NATIVE VML
Editorial	Discovery Health	Discovery Health products	Discovery for Me site	John Brown Media
Editorial	SABC Digital News	Editorial Excellence: Mainstreaming Marginalised Voices	Editorial Excellence: Mainstreaming Marginalised Voices	SABC Digital News
Paid Search Marketing	Nedbank Insurance	Nedbank Insurance	Calculated creativity for Nedbank Insurance	Flume Communications (Pty) Ltd
Paid Search Marketing	Saatchi & Saatchi	Paid Search Marketing	Excellence in Paid Search Marketing	Saatchi & Saatchi Synergize
Organic Search Marketing	McDonald's	Brand	OK Google by Stephen Sandmann	Quirk Agency (Pty) Ltd
Organic Search Marketing	Saatchi & Saatchi	Search Marketing	Andre Wilkinson Excellence in Organic Search Marketing	Saatchi & Saatchi Synergize
Organic Search Marketing	Rogerwilco	Rogerwilco SEO team	Rogerwilco SEO team	Rogerwilco
Digital Installations and Activations	Volkswagen	The New Volkswagen up!	The Uber Test Ride	Gloo@Ogilvy
Digital Installations and Activations	KFC	The Soundbite Table	KFC Soundbite	Gloo@Ogilvy
Digital Installations and Activations	KFC	KFC Flash & Win - Interactive Drive - Thru	KFC Flash & Win	Gloo@Ogilvy
Digital Installations and Activations	Brandhouse	Heineken®	Bottle to the World	M&C Saatchi Abel
Ad Network & Programmatic Technology	Vodacom	Vodacom Retail	Vodacom 'Change the Game' Programmatic	Lighthouse Digital
Ad Network & Programmatic Technology	n/a	n/a	Distance Window	www.vicinity-media.com
Customer Experience Design	Superbalist		Superbalist.com	Superbalist.com
Customer Experience Design	Superbalist		The Superbalist Mobile App	Superbalist.com
Customer Experience Design	Volkswagen	The New Volkswagen up!	The Uber Test Ride	Gloo@Ogilvy
Customer Experience Design	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	The Master's Collection	Quirk Cape Town (Pty) Ltd & 140BBDO
Best Digital Student			Kevin Dunbar	Student at Vega School of Brand Leadership, Cape T



Brand of the Year				SuperSport
Brand of the Year				Nedbank
Brand of the Year				ZAlebs
Best Marketer			Jeanine Ferreira	Gloo@Ogilvy
Best Marketer			Makhosozana Khanyile	Avatar Agency SA
Best Marketer			Charl Bassil	NATIVE VML
Best Marketer			Deshnie Govender	Promise
Best Individual Contribution to Digital			Pete Case	Gloo@Ogilvy
Best Individual Contribution to Digital			Nicolle Harding	Effective Measure
Websites	Superbalist	Superbalist.com site	Superbalist.com	Superbalist.com
Websites	Robertson Winery	Responsive Website	Robertson Winery	Nona Creative
Websites	Pernod Ricard	The Inner Circle	The Inner Circle Phase 1	Hellocomputer
Websites	Nedbank		Nedbank.co.za	NATIVE VML
Websites	DStv Now	DStv Now Website	Your PVR in your pocket!	DStv Digital Media
Websites	Savanna Premium Cider	Savanna Premium Cider	Savanna Cider Global Website	Quirk Cape Town (Pty) Ltd
Microsites	Sony Xperia	Xperia Z5	Made for Bond	EOH Digital
Microsites	BMW South Africa	BMW i3	Talking Car	NATIVE VML
Microsites	BMW South Africa	BMW 3 series	40 years of 3	NATIVE VML
Microsites	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	The Master's Collection	Quirk Cape Town (Pty) Ltd & 140BBDO
Microsites	Investec Asset Management	Investec Journal 3	Investec Journal 3	Hellocomputer
Public Service sites	Peninsula School Feeding Association	Social Feed	Social Feed	Hellocomputer
Public Service sites	PASSOP (People Against Suffering Oppression and Poverty)		Give Refugees back their humanity	NATIVE VML
Web Applications	Everlytic	Everlytic Cloud Marketing Software	Everlytic Cloud Marketing Software	Everlytic
Web Applications	Fives Futbol	Fives Futbol Sports Management Platform	Fives Futbol Sports Management Platform	Bluegrass Digital
Web Applications	Bilingo		iCAPTCHA	NATIVE VML
Web Applications	Unilever	OMO	Fast Kids Maths	Liquorice Africa Advertising (Pty)
E-Commerce Sites	The Foschini Group		TFG eCommerce	NATIVE VML
E-Commerce Sites	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	The Master's Collection	Quirk Cape Town (Pty) Ltd & 140BBDO
E-Commerce Sites	Spree.co.za	Spree.co.za - website, mobile site and iOS and Android Apps	Spree.co.za Online Fashion Store	Media24 Ecommerce
Mobile Apps	Superbalist.com	The Superbalist Mobile App	The Superbalist Mobile App	Superbalist.com
Mobile Apps	crowdCaster	crowdCaster	crowdCaster	Nona Creative
Mobile Apps	News24	GridWatch	GridWatch - SA's most reliable load shedding app	24.com
Mobile Apps	Vodacom	MyVodacom Smartphone App	MyVodacom Smartphone App	Gloo@Ogilvy
Mobile Apps	Media24	Media24 3D App	Media24 3D	4i Mobile Applications
Mobile Sites	Independent Media		IOL Mobile: Breaking News That's Up To Speed	World Wide Creative
Mobile Sites	Brandhouse	Heineken®	Open Your City Mobile Experience	M&C Saatchi Abel
Games	Tracker	Tracker	Ride Epic 2	INJOZI
Games	Unilever	OMO	Fast Kids Maths	Liquorice Africa Advertising (Pty)
Internal Sites	Nedbank		Brand Engine	NATIVE VML
Software	BMW South Africa	BMW i3	Talking Car	NATIVE VML
Software	SmartRand (Pty) Ltd	SmartRand	SmartRand: Automated Investment Advice	Twisted Toast Digital (Pty) Ltd
Publisher Trade Marketing Campaign	Burn Media	Ventureburn	The Ventureburn Startup Survey	Burn Media

Mobile Publication	EYEWITNESS NEWS		EWN WhatsApp Briefs	EYEWITNESS NEWS
Mobile Publication	Look Good Center	Mobile Website	Look Good Center Mobile-First Multi-Brand Platform	Liquorice Africa Advertising (Pty)
Mobile Publication	Zalebs		Celeb News On The Go	Kagiso Content Studio
Email Publication	Pick n Pay Supper Sorted	Pick n Pay Food	Pick n Pay - Supper Sorted	John Brown Media
Publisher sites	BBC News	BBC Africa Live page	bbc.com/Africalive	BBC News
Publisher sites	CARmag	Publishing	CARmag Publisher Site	Saatchi & Saatchi Synergize
Publisher sites	Channel24	Channel24	Famous and Fabulous	24.com
Publisher sites	eNCA.com	South African news website	eNCA.com - Know more	eNCA.com
Specialist Publisher sites	Superbalist	The Way of Us	The Way of Us	Superbalist.com
Specialist Publisher sites	SACreatives	SACreatives Online Publication	SACreatives	SACreatives
Specialist Publisher sites	Design Indaba	Online publication	Design Indaba	Interactive Africa (Pty) Ltd
Specialist Publisher sites	MSI	Website	MSI.co.za	New Media
News wire	News24	News24Wire	News24Wire	24.com
Special Features	10and5		Creative Women Series and Conference	Between 10and5
Special Features	EYEWITNESS NEWS		Homo Naledi - Interactive Feature	EYEWITNESS NEWS
Special Features	EYEWITNESS NEWS		EWN Xenophobia Interactive Feature	EYEWITNESS NEWS
Special Features	eNCA.com	The story of a young MMA fighter's rise to glory	Hope To Glory – The Journey of Themba Gorimbo	eNCA.com

[Click here](#) to book your tickets to the awards, taking place on 3 March at Turbine Hall.

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