All the 2017 IAB Bookmark Award winners!

By Danette Breitenbach

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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 savvy 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 VML	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

Silver	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Silver	Gorilla Creative Media	Unilever	AXE	You Gotta Dry
Bronze	Joe Public United/Native VML	Nedbank	Sponsorships	#GoSandile Twitter Track
Silver	King James Group	City of Cape Town	Metro Police	Metro Police Ride-along
Digital Campaign				
Silver	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
Bronze	Ogilvy	Yum Brands	KFC Shakin Shakin Meal	Shakin Shakin
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically Digital Campaign
Bronze	Hellocomputer & FCB Cape Town	CANSA		Testi-monials
Silver	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Mobile Campaign				
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats
Gold	Ogilvy	Yum Brands	KFC Shakin Shakin Meal	Shakin Shakin
Gold	Net#workBBDO	Diageo	Tusker Lager	Team Kenya
Bronze	Ogilvy & MEC	Vodacom	Vodacom NXT LVL Bundles	Vodacom NXT LVL Soccer
Data-driven Campaign				
Bronze	NATIVE VML	Nedbank	Greenbacks Rewards	#LoveGreenBacks
Integrated Multi-platform Campaign				
Silver	Ogilvy & MEC	Volkswagen South Africa	Volkswagen Brand	011Beats
Silver	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Bronze	NATIVE VML	PASSOP		I am Muslim
Bronze	Net#workBBDO	Chicken Licken	Rock my Soul Meal	Inner Peace Integrated Campaign
Bronze	King James Group	Sanlam		The Conspicuous Savers
Silver	Net#workBBDO	Diageo	Tusker Lager	Team Kenya
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	#LetsTalkColour
Paid Search Marketing				
Bronze	Saatchi & Saatchi Synergize	Toyota	Vehicle Range	Driving Media Efficiency
Silver	SafariNow	SafariNow		PPC Business Data Boost
Organic Search Marketing				
Bronze	Rogerwilco	Triumph		Giving Triumph a Lift
Silver	Clicks2Customers	Virgin Active		A Total Organic Workout
Display Advertising				
Bronze	NATIVE VML	BMW	BMW X1	BMW Webjack
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically banners
Native Advertising				
Bronze	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source
Branded Content				
Silver	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Brand	011Beats
Gold	NATIVE VML	Pernod Ricard South Africa	Absolut Vodka	Absolut One Source

Silver	King James Group	City of Cape Town	Metro Police	Metro Police Ride-along
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 marketing				
Bronze	Hellocomputer	The Inner Circle & The Glenlivet		Decoding The Glenlivet Cipher
Innovative use of Mobile Media				
Silver	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	Technically - Eligible Bachelor
Gold	Net#workBBDO	Diageo	Tusker Lager	Team Kenya
Existing Social Communities				
Bronze	Havas Boondoggle	Durex		The Big O
Silver	King James Group	Sanlam		Sanlam Social Media
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	#LetsTalkColour
Social Media Campaigns				
Silver	FOXP2	Ster-Kinekor	Ster-Kinekor	#OpenEyes
Bronze	Ogilvy	Yum Brands	Burrito	KFC Burrito
Silver	Hellocomputer	CANSA		Testi-monials
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 Copywriting				
Craft Silver	Hellocomputer	CANSA		Testi-monials
Craft Bronze	Net#workBBDO	Virgin Money Insurance		Not Like Insurance
Craft - News or Feature Writing				
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				
Craft Bronze	Ogilvy	Castrol	Castrol	Race to the Fastest Place on Earth
Craft Bronze	Hellocomputer, FCB Africa	Lexus		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				

Craft Silver	NATIVE VML	NATIVE VML	INDIVIDUALS/ Make New SA Hero's happen	Donovan White
Craft - UX Design				
Craft Silver	Hellocomputer, FCB Africa	Lexus		Lexus Website V2.5
Craft - Online Video Production				
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				
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 Community Management				
Craft Bronze	Cerebra	Vodacom	Brand	#TeamRed
Craft Bronze	Ogilvy	Yum Brands	Burrito	KFC Burrito
Craft - Paid Search Marketing				
Craft Silver	Saatchi & Saatchi Synergize	ADT, P&G, Toyota	Paid Search Optimisation	Excellence in Paid Search Marketing
Craft - Organic Search Marketing				
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 Activations				
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 Design				
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	Betmatch
Gold	Ogilvy	Yum Brands	KFC Fill Up Meals	Fill Ups
Silver	Hellocomputer & FCB Cape Town	CANSA		Testi-monials
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 platforms				
Silver	23Red & Jolly Good Digital	NHS Blood and Transplant (NHSBT)	Blood donations	Virtual Blood Donation
Silver	Hellocomputer & FCB Cape Town	CANSA		Testi-monials
Gold	Project Isizwe	TshWi-Fi.co.za		TshWi-Fi.co.za - 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	Sendr
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

Silver	24.com a Division of Media24	News24		News24 App
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		Ogilvy
Best Digital Student	Vega School			Bernard Cloete, Julia Smith and De Wet Cilliers
Best Digital Youngster	Promise			Katlego Phatlane
Brand of the Year	Ogilvy	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 Journalism from Wits.

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