

## Digital download with... Jolly Good Digital

 By [Leigh Andrews](#)

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Local digital shone at the recent IAB Bookmark Awards 2017. Here's some feedback from Brian Palmer, head of digital at Jolly Good Digital.



Team Jolly Good Digital.

Jolly Good Digital took home a silver Bookmark Award in the 'Public Service and NPO Platforms' category for their augmented reality work with 23red on NHS Blood and Transplant's virtual blood donation.



Palmer included these emojis when asked to digitally express how his team was feeling about their win.

He adds, "It's great to win a Bookmark for doing something positive and to see other South African digital agencies being awarded for doing the same. We have an opportunity and ability to improve South Africa and the world around us with fresh digital creative thinking."

See the work embedded below and [click here](#) for an earlier press release about the campaign:

[Click here](#) for the full list of 2017 IAB Bookmarks Award winners and visit our [special section](#) for the latest updates!

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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