

## Digital download with... Jolly Good Digital



17 Mar 2017

Local digirati 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.

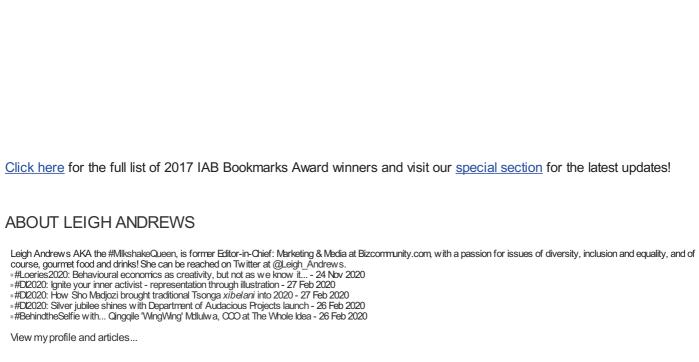
Jolly Good Digital took home a silver Bookmark Award in the 'Public Service and NPO Platforms' category for their augmented reality work with 23red on NHS Blood and Transplant's virtual blood donation.



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 <u>click here</u> for an earlier press release about the campaign:



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