

# Digital download with... Superbalist



By Leigh Andrews

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Local digirati shone at the recent IAB Bookmark Awards 2017. Here's some feedback from Klyne Maharaj, marketing manager at Superbalist.



Team Superbalist feels like they just got their nails 'did'!

Superbalist took home a bronze mobile app pixel for the **Superbalist App**, as well as e-commerce site bronze and brand, commercial and retail websites silver for the [Superbalist.com website](http://Superbalist.com), microsite bronze for the [Superbalist 100](http://Superbalist 100), in addition to craft video production silver for their **Dakar Express** editorial video content. Little wonder they chose to express their wins digitally with three 'we got our nails did' emoticons.

“It was a night full of inspiration and achievements, and we were happy to walk away with our five awards. As a retailer, winning awards for in-house work that would traditionally be created at an agency, at an awards ceremony typically dominated by agencies, it’s satisfying to know that we’re pushing boundaries in our industry,” says Maharaj.



Superbalist says, "We'll always have our selfie!"

He adds that their silver pixel for the commercial website was a particular success as Superbalist has worked hard to continuously evolve and improve every aspect of their product, so being acknowledged by the industry in a forum like the Bookmarks for this was rewarding.

Looking at their editorial video content, in particular, the *Dakar Express* video was all shot in Dakar, Senegal and Maharaj says: “The teams involved did brilliantly – a huge congratulations to all. The best part about digital is that you never stop improving, learning and designing in order to build the best, most functional pieces you can – with no limits to the creativity and effectiveness that we aim for.”

Here’s what you’ll see on the **Superbalist App**:

Superbalist's **Dakar Express** work is also embedded below:

[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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