

# the BOOKMARKS 2020

## WINNERS LIST

Award	Company	Brand	Product	Title
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### CAMPAIGN CATEGORY

#### DIGITAL STRATEGY

Gold	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
Silver	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Silver	The Odd Number	Nedbank	Nedbank Brand & Advertising	Nedbank Money Secrets
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Bronze	Joe Public Connect	Jet	Women's Health	The Great Stigma Clearance
Bronze	Digitas Liquorice	Unilever	Knorr	Takeaway Takeover

#### CONTENT STRATEGY

Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Bronze	King James Group	TymeBank	GoalSave	Broke By
Bronze	DUKE   Mark1   Positive Dialogue	Cor The Heart & Stroke Foundation	Sou Anti-vaping	Fighting fake news with fake(ish) news

#### DIGITAL INTEGRATED CAMPAIGN

Silver	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
Silver	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Silver	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do
Bronze	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Bronze	Hellocomputer, FCB Joburg (Pty) Ltd	Absa	Recruitment	The Human Quantum Computer
Bronze	Wunderman Thompson South Africa	Mondelez	PS Chocolate Bars	PS Mzansi Love Songs

#### MOBILE CAMPAIGN

Silver	Digitas Liquorice	Distell	Scottish Leader	I See A Different You
Bronze	Digitas Liquorice	Unilever	Knorr	Takeaway Takeover

#### BEST USE OF DATA

Gold	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
Bronze	MOBILE et al	FEDHEALTH	flexiFED	FEDHEALTH Made For You

#### INTEGRATED MIXED MEDIA CAMPAIGN

Silver	Joe Public Connect	Chicken Licken	SoulSister® Party 4	When a Sister Needs Some Soul
Silver	Showmax	Showmax	The Girl From St. Agnes	The Girl From St. Agnes
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Silver	Ogilvy	Mondelez	Cadbury	Remarkable Regifts
Silver	Ogilvy	Investec	Brand	The Human Search Bar
Bronze	Joe Public Connect	Chicken Licken	Big John™	The Legend of Big John
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do
Bronze	VMLY&R South Africa	Edgars Winter	Retail	Break Out
Bronze	Joe Public Connect	Jet	Women's Health	The Great Stigma Clearance
Bronze	Joe Public Connect	Amnesty International	Amnesty International	Sign the Smile

#### BREAK THROUGH ON A BUDGET

Gold	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Silver	Saatchi & Saatchi	Nude Foods	Nude Foods	Nude Your Food

#### BRANDED CONTENT

Silver	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Silver	Ogilvy, Mindshare & Cali4ways Games	KFC South Africa	KFC	KFC - Boet Fighter
Bronze	Joe Public Connect	Chicken Licken	SoulSister® Party 4	When a Sister Needs Some Soul
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do

### CHANNEL CATEGORY

#### PAID SEARCH MARKETING

Bronze	Conversion Science	TEARS Animal Rescue	Pet Adoption	TEARS - Adopt Don't Shop
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#### ORGANIC SEARCH MARKETING

Bronze	Jellyfish	The Mattress Warehouse	Mattresses & Accessories	Competitive Cut-Through
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#### DISPLAY ADVERTISING

Silver	VMLY&R South Africa	Nando's	Restaurant dine-in	The Nando's Load Shedding Ad
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger

#### ONLINE VIDEO SERIES

Bronze	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
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#### SOCIAL PAID ADVERTISING

Bronze	The Mediashop	Maybelline	Tattoo Brow Peel Off Tint	Maybelline Tattoo Brow
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#### INNOVATIVE USE OF MEDIA

Silver	TBWA Hunt Lascaris Johannesburg (Pt)	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
Silver	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
Bronze	TBWA Hunt Lascaris Johannesburg	Datsun South Africa	Go	Twitter Tug of War
Bronze	Ogilvy	ABInBev Africa	Carling Black Label	IsiZathu

#### EMAIL, DIRECT & INBOUND MARKETING

Bronze	Publicis Machine	Sealand	Sustainable Invite	Sealand Sustainable Invite
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#### USE OF PROGRAMMATIC MEDIA

Bronze	Mark1	Food Lover's Market	Groceries	Break the Traditional Tradition!
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#### DIGITAL INSTALLATIONS & ACTIVATIONS

Silver	INJOZI and Mojanation	Cadbury	Cadbury Limited Edition Slabs	Cadbury Martians
Silver	Ogilvy	ABInBev Africa	Carling Black Label	#BodyCount
Bronze	VMLY&R South Africa	Edgars Winter	Retail	Break Out

#### ONLINE VIDEO

Gold	TBWA Hunt Lascaris Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Silver	King James Group	ABInBev	Corona	Street Surfers
Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Bronze	Publicis	Mercedes-Benz	C 63 S	Stories of Speed
Bronze	TBWA Hunt Lascaris Johannesburg	Okavango Diamond Company	The Okavango Blue Diamond	The Light at The Start of Everything, Written by Iain Thomas
Bronze	VMLY&R South Africa	Edgars	Retail	Don't Tell Me What To Do

#### CHANNEL INNOVATION

Silver	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Bronze	TBWA Hunt Lascaris Johannesburg	Datsun South Africa	Go	Twitter Tug of War
Bronze	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation

#### CAMPAIGN MICROSITES

Bronze	Joe Public Connect	Amnesty International	Amnesty International	Sign the Smile
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#### BOTS, MESSAGING AND DARK SOCIAL

Silver	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
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### COMMUNITIES CATEGORY

#### SOCIAL COMMUNITIES

Silver	VMLY&R South Africa	Nando's	Nando's Brand	Nando's Social Community
Silver	King James Group	TymeBank	TymeBank	TymeBank Social Communities

#### USE OF USE-GENERATED CONTENT

Gold	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Gold	Wunderman Thompson South Africa	Mondelez	PS Chocolate Bars	PS Mzansi Love Songs
Gold	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation

#### SOCIAL MEDIA CAMPAIGNS

Gold	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
Silver	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
Bronze	TBWA Hunt Lascaris Johannesburg	Datsun South Africa	Go	Twitter Tug of War
Bronze	Showmax	Showmax	Game Of Thrones	Game Of Thrones The Night's Watch
Bronze	TBWA Hunt Lascaris Johannesburg	MTN South Africa	Made for Home 120gig	#StreamingorDreaming

#### INFLUENCER MARKETING

Silver	King James Group	Netflix	The Umbrella Academy	Super influencers
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#### SOCIAL MEDIA INNOVATION

Bronze	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
Bronze	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation

### CRAFT CATEGORY

#### EXCELLENCE IN MARKETING COPYWRITING

Craft Silver	TBWA Hunt Lascaris Johannesburg	Okavango Diamond Company	The Okavango Blue Diamond Brand	The Light at The Start of Everything, Written by Iain Thomas
Craft Silver	Ogilvy	Investec		The Human Search Bar
Craft Bronze	Ogilvy	Mondelez	Cadbury	Remarkable Regifts

#### EXCELLENCE IN NEWS OR FEATURE WRITING

Craft Silver	News24	24.com	News24	Gang Wars
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#### EXCELLENCE IN RESEARCH

Craft Silver	DYDX	Smollan	Gcwalisa	Gcwalisa
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#### EXCELLENCE IN INTERFACE DESIGN

Craft Silver	MakeReign	Pineapple insurance	Peer to Peer Insurance	Insurance with a snap
Craft Bronze	MakeReign.	MakeReign	Digital Design Studio	Introducing MakeReign on the global stage
Craft Bronze	MakeReign	Wolf&Whale	Digital Design Consultancy	Making an International splash for Wolf&Whale

#### EXCELLENCE IN SOFTWARE, CODING & TECHNICAL INNOVATION

Craft Gold	INJOZI	Datsun South Africa	Datsun GO	Datsun Twitter Tug of War
Craft Silver	INJOZI	Cadbury	Cadbury Limited Edition Slabs	Cadbury Martians
Craft Bronze	MOBILE et al, CHEESE et al	FEDHEALTH	flexiFED	FEDHEALTH Made For You

#### EXCELLENCE IN STRATEGY

Craft Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Craft Bronze	TBWA Hunt Lascaris Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound

#### EXCELLENCE IN UX

Craft Silver	MakeReign	Pineapple insurance	Peer to Peer Insurance	Insurance with a snap
Craft Bronze	MakeReign.	MakeReign	Digital Design Studio	Introducing MakeReign on the global stage

#### EXCELLENCE IN ONLINE VIDEO PRODUCTION

Craft Gold	King James Group	ABInBev	Corona	Street Surfers
Craft Gold	TBWA Hunt Lascais Johannesburg	Hype Magazine, Tears Foundation	Womans Month	#Blame No More
Craft Bronze	TBWA Hunt Lascais Johannesburg	Joburg Ballet	The Unbound Production	In Rehearsal for Unbound
Craft Bronze	Iconic	Red Bull	Red Bull Racing	Cape Town Cruise
Craft Bronze	Ogilvy	Investec	Brand	The Human Search Bar

#### EXCELLENCE IN SOCIAL MEDIA COMMUNITY MANAGEMENT

Craft Silver	King James Group	Johnson & Johnson	Stayfree® menstrual care	In Sync with Sho Madjozi
Craft Bronze	VMLY&R South Africa	Nando's	Nando's Brand	Nando's Social Community

#### EXCELLENCE IN DIGITAL MEDIA

Craft Silver	VMLY&R South Africa	Hollard	Hollard Brand	InstaStory Books
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#### EXCELLENCE IN USE OF SOUND

Craft Silver	Gorilla	AXE	Axe Deodorant	Axe Level Up
Craft Silver	HelloFCB+	CANSA	CANSA	Don't Fear the Finger
Craft Bronze	Hellocomputer, FCB Joburg (Pty) Ltd	Absa	Recruitment	The Human Quantum Computer
Craft Bronze	Wunderman Thompson South Africa	Mondelez	PS Chocolate Bars	PS Mzansi Love Songs

#### EXCELLENCE IN INTERACTIVE DESIGN

Craft Bronze	Hellocomputer, FCB Joburg (Pty) Ltd	Absa	Recruitment	The Human Quantum Computer
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### EMERGING DIGITAL TECHNOLOGIES AND CHANNELS CATEGORY

#### INTERNET OF THINGS

Gold	DYDX	Smollan	Gcwalisa	Gcwalisa
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#### ARTIFICIAL INTELLIGENCE

Gold	MakeReign	Pineapple insurance	Peer to Peer Insurance	Insurance with a snap
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#### SECOND SCREEN CAMPAIGN

Silver	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation
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#### INTERACTIVEMIXED MEDIA

Bronze	Ogilvy	AbInBev Africa	Carling Black Label	IsiZathu
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### PLATFORMS CATEGORY

#### BRAND, COMMERCIAL & RETAIL WEBSITES

Silver	MakeReign	MakeReign	Digital Design Studio	Introducing MakeReign on the global stage
Bronze	Ogilvy	Investec	Brand	The Human Search Bar

#### WEB APPS

Bronze	Digitas Liquorice	Unilever	Knorr	Goodness Calendar
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#### MOBILE APPS

Gold	MakeReign	Pineapple Insurance	Peer to Peer Insurance	Insurance with a snap
Bronze	Ogilvy	ABInBev	Castle Lager	Heartbeat of the Nation

#### GAMES

Bronze	INJOZI and FoxP2 CT	SAMPRO	Dairy	Dairy Space Race
Bronze	Ogilvy, Mindshare & Cali4ways	Games KFC South Africa	KFC App	KFC - Boet Fighter

#### PLATFORM INNOVATION

Silver	MakeReign	Pineapple Insurance	Peer to Peer Insurance	Insurance with a snap
Bronze	INJOZI and TBWA Hunt Lascais	Datsun South Africa	Datsun GO	Datsun Twitter Tug of War

### PUBLISHING CATEGORY

#### PUBLISHER SITES

Bronze	Arena Holdings (Pty) Ltd	TimesLIVE	TimesLIVE	TimesLIVE
Bronze	Daily Maverick	Daily Maverick	Daily Maverick	Daily Maverick Publisher Site
Bronze	24.com	Network24	Network24	Network24
Bronze	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	CapeTalk

#### SPECIALIST PUBLISHER SITES

Bronze	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	Government or God?
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#### MOBILE CONTENT

Bronze	24.com	Network24	Network24	NetNuus
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#### ONLINE NEW VIDEO

Gold	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	Be prepared to die – Joburg's toughest cop
Silver	Daily Maverick	Daily Maverick	News Video	VBS Bank Heist
Bronze	Arena Holdings (Pty) Ltd	TimesLIVE	MultimediaLIVE	How a gifted young girl was kidnapped and murdered: The Siam Lee story
Bronze	Primedia Broadcasting	Primedia Broadcasting	Primedia Broadcasting	Borders

#### LIVE EVENT COVERAGE

Bronze	24.com	Network24	Network24 Rugby World Cup	Network24 Rugby World Cup coverage
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#### PODCASTS AND AUDIO STREAMING

Silver	24.com	Network24	Network24	Luisterboeke
Silver	24.com	News24	News24	Justice Denied

## SPECIAL HONOURS CATEGORY

### BEST DIGITAL STUDENT/S

Black Pixel Kyle Gounden & Lesego Molaudi VEGA

### BEST DIGITAL YOUNGSTER

Black Pixel Nosipho Maseko Joe Public Connect

### BEST DIGITAL MARKETER

Black Pixel Jessica van der Westhuyzen OneDayOnly

### BEST ONLINE JOURNALIST

Black Pixel Thomas Holder Primedia Broadcasting

### BEST INDIVIDUAL CONTRIBUTION TO DIGITAL

Black Pixel Musa Kalenga House of Brave

### BEST CONTRIBUTION TO TRANSFORMATION IN THE DIGITAL INDUSTRY

Black Pixel Best Contribution to Transformation in the Digital Industry Joe Public United

### PIXEL FOR PURPOSE

Black Pixel Ogilvy Rape Crisis #SpeakToUs

### DIGITAL BRAND OF THE YEAR

Black Pixel ABInBev

### ONLINE PUBLISHER OF THE YEAR

Black Pixel Primedia Broadcasting and 24.com

### DIGITAL AGENCY OF THE YEAR

Black Pixel TBWA Hunt Lascaaris Johannesburg