

the BOOKMARKS 2024

WINNERS



PLATFORMS				
	Agency	Brand	Product / Title	Title
Brand, Commercial & Retail Websites				
Silver	Bash	Bash Website	The mall online	
Bronze	MakeReign	MakeReign	Digital Interface Company	
E-Commerce Sites				
Gold	Bash	Bash Website	The Mall Online	
Mobile Apps				
Silver	Bash	Bash App	The mall in your pocket	
Mobile Sites				
Silver	Joe Public	Chicken Licken	Gwijo Formations	
Silver	Bash	Bash Website	The Mall Online	
Gold	MakeReign	V&A Waterfront	Joy From Africa	
Games				
Bronze	Accenture Song	Game	Game GAME	
Bronze	Accenture Song	Wesgro	Startlight Adventures in the Cape Karoo	
Platform Innovation				
Bronze	Accenture Song	Wesgro	Startlight Adventures in the Cape Karoo	
Silver	Accenture Song	Game	Game GAME	
Silver	Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Customer Experience Design				
Bronze	Joe Public	Chicken Licken	Gwijo Formations	
Silver	Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Bronze	Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	

COMMUNITIES				
	Agency	Brand	Product / Title	Title
Social Communities				
Silver	Accenture Song	Engen	Social Communities	
Bronze	VML South Africa	Nando's South Africa	QSR	The Voice of the People
Use of User-Generated Content (UGC)				
Bronze	Dialogue Communications	Springboks	SA Rugby #bokfriday	
Bronze	Joe Public	Chicken Licken	Rock My Soul	Feel the Fire
Social Media Campaigns				
Bronze	Dialogue Communications	Springboks	SA Rugby #bokfriday	
Silver	Machine_	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit	
Bronze	Joe Public	Chicken Licken	Thank You For Complaining	
Silver	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	
Gold	Ogilvy South Africa	Volkswagen South Africa	Volkswagen Commercial Vehicles	#VWDezemba 2.0
Bronze	Ogilvy South Africa	KFC	KFC x Uncle Waffles: The Streets Hack	
Silver	Ogilvy South Africa	KFC	Make it KFC	
Bronze	Ogilvy South Africa	KFC	Eat Chicken For Breakfast	
Influencer Marketing				
Silver	Machine_	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit	
Silver	Joe Public	Chicken Licken	Thank You For Complaining	
Bronze	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	
Bronze	Ogilvy South Africa	KFC	KFC x Uncle Waffles: The Streets Hack	
Social Media Innovation				
Silver	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	

CHANNELS

	Agency	Brand	Product / Title	Title
Paid Search Marketing				
Bronze	Lucky Hustle	MTN	SuperFlex	Flexing Great Results
Display Advertising				
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	
Silver	Honest Marketing	Heineken	Heineken Silver	
Silver	Ogilvy South Africa	Volkswagen South Africa	The Revving Banner	
Native Advertising				
Silver	Clockwork	Aware.Org	Drunk Drivers Stay for Free	
Online Video Series				
Silver	TBWA\ Hunt Lascaris	City Lodge Hotels	Reusable Ads	
Bronze	Joe Public	Chicken Licken	Rock My Soul	Feel The Fire
Bronze	Ogilvy South Africa	KFC	Eat Chicken For Breakfast	
Innovative Use of Media Planning				
Silver	Wavemaker	BMW	BMW M2	Unleashing the last combustion M2 in South Africa
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	
Bronze	Hearts & Science	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Email, Direct & Inbound Marketing				
Bronze	ShopriteX	Checkers Xtra Savings	Hyper Personalisation Engine	
Use of Programmatic Media				
Bronze	Rookdigital	Heineken	Heineken 0.0	When You Drink Never Drive
Digital Installation & Activations				
Gold	Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Bronze	Promise	SAB (AB InBev)	Castle Lite	Extra Cold Certified
Use of CRM, Loyalty Programs & Gamification				
Bronze	Joe Public	Chicken Licken	Gwijo Formations	
Silver	ShopriteX	Checkers Xtra Savings	Hyper Personalisation Engine	
Channel Innovation				
Bronze	Machine_	Prime Video	Citadel	The Briefcase
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	
Gold	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	
Bronze	Hearts & Science	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Bronze	Ogilvy South Africa	KFC	KFC x Uncle Waffles: The Streets Hack	
Silver	Ogilvy South Africa	Volkswagen South Africa	The Revving Banner	
Campaign / Microsites				
Bronze	Joe Public	Chicken Licken	Chicken Licken Hotwings®	Cure the Craving
Bots, Messaging and Dark Social				
Silver	YONDER / Shoprite Group	Checkers Sixty60	Online Shopping	Sixty60 Scratch & Win - Rugby World Cup
Podcasts, Live Streaming and Audio Streaming				
Gold	TBWA\ Hunt Lascaris	The Riky Rick Foundation	Stronger	
Gold	TBWA\ Hunt Lascaris	City Lodge Hotels	Bedtime Stories for Business People: Intern, HR & Boss	
Interactive Mixed Media				
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	

EMERGING DIGITAL TECHNOLOGIES & CHANNELS

	Agency	Brand	Product / Title	Title
Virtual Reality (VR) & Augmented Reality (AR)				
Silver	Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Bronze	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	
Artificial Intelligence				
Gold	TBWA\ Hunt Lascaris	The Riky Rick Foundation	Stronger	

PUBLISHING				
	Agency	Brand	Product / Title	Title
	Publisher Sites (Mass Appeal)			
Bronze	Media24	News24	News website	
	Custom Publishing (Niche Appeal)			
Silver	Bizcommunity	Bizcommunity.com Website	The Niche Business Community	
	Social Media Content & Campaigns			
Bronze	CRTcreate	Sea Harvest	Fish Friday	Everyone's Favourite Day
Bronze	Special Effects Media South Africa	The Masked Singer South Africa	Season 1 Launch	
	Data Strategy, Content & Campaigns			
Bronze	Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury GeneroCity Map
	Video Content & Campaigns			
Bronze	Media24	News24	DOCUMENTARY Silenced: Why Babita Deokaran was murdered	
	Audio Content, Podcast & Campaigns			
Bronze	East Coast Radio	East Coast Radio	African Story Magic with Gcina Mhlophe: A Legacy Reborn with Sound	
	Publisher Brand-Building Campaigns			
Bronze	Bizcommunity.com	BizTrends Content Feature	#BizTrends	
Bronze	RAPT Creative	The Real Network Podcast	The Real Network Launch	

CAMPAIGN				
	Agency	Brand	Product / Title	Title
	Digital Campaign Strategy			
Bronze	Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	
	Digital Integrated Campaign			
Bronze	Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	
	Mobile Campaign			
Bronze	Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Silver	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	
	Best Use of Data			
Silver	Rainmaker Media	Standard Bank	Standard Bank Credit Card	Standard Bank's use of data clean room to drive credit card customer growth
Bronze	ShopriteX	Checkers Xtra Savings	Hyper Personalisation Engine	
Gold	Honest Marketing	Heineken	Heineken Silver	Project Ironman
Silver	Ogilvy South Africa	SAB (AB InBev)	Castle Lite	Bad News Bingo
	Integrated Mixed Media Campaign			
Gold	TBWA\ Hunt Lascaris	The Riky Rick Foundation	Stronger	
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	
	Break Through on a Budget			
Bronze	TBWA\ Hunt Lascaris	City Lodge Hotels	Reusable Ads	
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	

CRAFT AWARDS				
	Agency	Brand	Product / Title	Title
Eccellence in Craft: Marketing Copywriting				
Silver	TBWA\ Hunt Lascaris	City Lodge Hotels	Reusable Ads	
Silver	TBWA\ Hunt Lascaris	City Lodge Hotels	Bedtime Stories for Business People: HR, Boss & Intern	
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	
Eccellence in Craft: Interface Design				
Silver	MakeReign	MakeReign	Digital Interface Company	
Gold	MakeReign	V&A Waterfront	Joy From Africa	
Eccellence in Craft: Software, Coding & Tech Innovation				
Gold	TBWA\ Hunt Lascaris	The Riky Rick Foundation	Stronger	
Eccellence in Craft: Strategy				
Bronze	Accenture Song	Wesgro	Startlight Adventures in the Cape Karoo	
Bronze	Clockwork	Aware.Org	Drunk Drivers Stay for Free	
Silver	Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	
Eccellence in Craft: UX				
Bronze	INJOZI Technology Studio	Chicken Licken	Gwijo Formations	
Silver	Bash	Bash Shopping Platform	Unifying an omni-shopping experience	
Bronze	MakeReign	MakeReign	Digital Interface Company	
Silver	MakeReign	V&A Waterfront	Joy From Africa	
Eccellence in Craft: Online Video / Moving Image				
Bronze	Joe Public	Nedbank	Reality Check	
Bronze	Spitfire Films	Chicken Licken	Love Me Tender Burger Meal	Baba Valentino
Silver	Ogilvy South Africa	Volkswagen South Africa	Volkswagen Commercial Vehicles	#VWDezember 2.0
Silver	Halo Advertising	Capital Legacy	Wills and Estate Services	Final Say
Bronze	Halo Advertising	Capital Legacy	Where There's No Will	
Eccellence in Craft: Social Media Community Management				
Silver	Accenture Song	Engen	Community Management	
Eccellence in Craft: Digital Media				
Gold	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	
Bronze	Hearts & Science	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Eccellence in Craft: Use of Sound				
Silver	TBWA\ Hunt Lascaris	The Riky Rick Foundation	Stronger	
Silver	Joe Public	Chicken Licken	Gwijo Formations	
Silver	VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	Vodacom Hearing Challenge	
Silver	Promise	AfriSam	The Vluit Project	
Eccellence in Craft: Interactive Design				
Silver	Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Bronze	Accenture Song	Game	Game GAME	
Eccellence in Craft: Digital Content Marketing				
Bronze	Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	

SPECIAL HONOURS				
	Winner	Name	Title	
Best Digital Student				
Black	IIE Vega	Luke Roode, Indigo Camichel, Ashlee Kovachi	Stories to Crunch	
Best Creative				
Black	Carl Willoughby			
Best Publisher				
Black	Bizcommunity			
Digital Brand of the Year				
Black	The Riky Rick Foundation			
Best Digital Agency				
Black	TBWA\ Hunt Lascaris			