

# the BOOKMARKS 2025

## FINALISTS



PLATFORMS			
AGENCY	BRAND	PRODUCT	TITLE
<b>Brand, Commercial &amp; Retail Websites</b>			
Beyond Agency	The Manor	General	Welcome to The Manor
Expand Agency	Sir Fruit	General	Sir Fruit Website design
Ogilvy South Africa	Mzansi National Philharmonic Orchestra	Mzansi National Philharmonic Orchestra	A Visual Symphony
The Standard Bank of South Africa	Standard Bank	CIB Website	CIB Website Redesign
Anomaly	Payflex	General	Payflex Brand Website
Red Rocket South Africa	Red Rocket	General	Force of Nature
MakeReign	AddPay	General	AddPay
<b>E-Commerce Sites</b>			
Ogilvy South Africa	Audi South Africa	General	Experience Vorsprung for Yourself
<b>Public Service &amp; NPO Platforms</b>			
The MediaShop	SA Heart	General	SA Heart: Check My Beat
Ogilvy South Africa	Gates Foundation	#ForeverWena	#ForeverWena - Slide into Our DMs
Ogilvy South Africa	City of Cape Town	CCT App	DeafSA SOS Upgrade
Ogilvy South Africa	We The People South Africa	Bill Of Tweets Social	#BillOfTweets
<b>Software, Services &amp; Platforms</b>			
Faith & Fear, Retroviral & MSL	Profmed	General	FinDR
<b>Mobile Apps</b>			
Ogilvy South Africa	City of Cape Town	CCT App	DeafSA SOS Upgrade
MakeReign	Clicks	Health & Beauty	Clicks App
<b>Mobile Sites</b>			
Injozi	Heineken	General	SAVA
Ogilvy South Africa	ThisIsCapeTown	Website	Going Mobile
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
MakeReign	AddPay	General	AddPay
<b>Games</b>			
INJOZI Design	Heineken	General	SAVA
Ogilvy South Africa	KFC South Africa	KFC	Beyond The Sea
Sea Monster Entertainment	Aware.org	General	RoVille Rescue: Lost Items #MakersOfTomorrow Challenge
<b>Platform Innovation</b>			
Techsys Digital	Momentum	General	She Owns Her Success: An AI platform that shapes careers and perfects the job hunt
Joe Public	Amnesty International South Africa	General	Scarred
Injozi	Heineken	General	SAVA
Halo Advertising	Talent 10	General	The Elevator Pitch
Ogilvy South Africa	KFC South Africa	Comic Con Africa	KFC Sauce Code
Ogilvy South Africa	KFC South Africa	General	KFC Block Booked
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
VML South Africa	Unilever South Africa	General	Real Beauty Generation
MakeReign	Clicks	Health & Beauty	Clicks App
Faith & Fear, Retroviral and MSL	Profmed	General	FinDR (pronounced finder)
<b>Employee Experience Platform</b>			
Artifact Advertising	Nedbank	Employee Experience Internal Comms Platform	Nedbank The Playground
Lobengula Advertising	The Standard Bank of South Africa Limited	General	Achieva
Lobengula Advertising	The Standard Bank of South Africa Limited	General	Blue Squad
<b>Internal Business Platform</b>			
Machine_	Sanlam	General	Client Whisperer
<b>Customer Experience Design</b>			
Ogilvy South Africa	Milpark Education	Milpark Education Website	Form Follows Function
Ogilvy South Africa	Audi South Africa	Audi Driving Experience	Experience Vorsprung for Yourself
McCann Joburg	SA Heart	General	Check My Beat - Heart Health Tracks
MakeReign	AddPay	General	AddPay
MakeReign	Clicks	Health & Beauty	Clicks App

COMMUNITIES			
AGENCY	BRAND	PRODUCT	TITLE
<b>Social Communities</b>			
Machine_	Spotify Africa	Spotify	Spotify Gaming Nigeria
Levergy	Nedbank	General	Ya Rona House
365 Digital Media	Old Khaki	Online store	Strategic Storytelling: Old Khaki's TikTok Journey to Community and Revenue.
Ogilvy South Africa	We The People South Africa	Bill Of Tweets Social	#BillOfTweets
Ogilvy South Africa	KFC South Africa	KFC Brand	Your Ma Se KFC
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
VML South Africa	Mondelez	General	The Lunch Bar Man
Juno Media	Chicken Licken	General	Craved by Fans. Crowned by Culture
Accenture Song	Kotex	General	Day 28
Mbuso Media	UMLAZI MEGA CITY	General	MAKA ENZO
MullenLowe South Africa	LEGO South Africa	LEGO South Africa	Brick by Brick
Digitas Liquorice	Unilever	General	Clash of the Curries
HaveYouHeard Group	Toyota	General	The Toyota Gaming Engine
Matriarch Marketing	PepsiCo	PepsiCo Power of One	Siyanqoba Stokvel Club - Winning Together
Oliver Marketing	Unilever	Cleanipedia	Countdown To Clean
<b>Use of User-Generated Content (UGC)</b>			
365 Digital Media	Old Khaki	Online store	Old Khaki: Building Community, Driving Revenue Through Authentic TikTok UGC.
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Windhoek Beer	Dry January
<b>Social Media Campaigns</b>			
Expand Agency	Sir Fruit	General	Sir Fruit HomeGrown
Joe Public	Chicken Licken	General	The Big Chicken Dilemma
Retroviral & T+W & Grid	Showmax.com	General	Showmax.com Premier League Stunt
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury Presents Real Mzansi Names
Ogilvy South Africa	KFC South Africa	Comic Con Africa	KFC Sauce Code
Saatchi & Saatchi	Oreo	General	Oreo Our Way
Joe Public	Chicken Licken	General	It's the little things
Accenture Song	Sanlam	General	The Fintervention
Clockwork	Crocs ZA	General	#Croctober2024
Accenture Song	Marmite	General	The Marmite Smear Campaign
VML South Africa	Mondelez	General	The Lunch Bar Man
MullenLowe South Africa	Sunlight	Sunlight Laundry Bar Soap	#DropYourBarWithSunlight
MullenLowe South Africa	Knorr	Knorr All - in - One Vegetable Bouillon	Green Gursha
McCann Joburg	Steers	Mighty King Steer Burger	Coalition Is Here
Media24	Daily Sun	General	Bra Lucas and the UFO conspiracy
Halo Advertising	Pineapple	Insurance	The Out Of Office Out Of Home
Joe Public	Nedbank	General	Finding Lesotho
Digitas Liquorice	South African Tourism - SAT	Tourism	Gimme Summer
Oliver Marketing	Unilever	Cleanipedia	Countdown To Clean
<b>Online Video Channels</b>			
Ogilvy South Africa	KFC South Africa	General	Beyond The Sea
Ogilvy South Africa	Vodacom Foundation	Bright Sky SA app	When you see it
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury Presents Real Mzansi Names
Media24	Daily Sun	General	VoxPop, WhatsApp & Web Polls
<b>Influencer Marketing</b>			
Machine_	PepsiCo	SASKO	The Taste of Freedom
The MediaShop	Debonairs	General	Debonairs Pizza - Pizza Wrap
Ogilvy South Africa	Pep	General	Dry & Detect Towel
Levergy	Nedbank	General	Ya Rona House
Ogilvy South Africa	Gates Foundation	#ForeverWena	#ForeverWena
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury Presents Real Mzansi Names
Ogilvy South Africa	Volkswagen SA	General	#ShouldAGottaVivo
Clockwork	Crocs ZA	General	#Croctober2024
Joe Public	Nedbank	General	Nedbank Money Warnings
TBWA\ Hunt Lascaris	McDonald's South Africa	General	Make Happy Happen with Grimace
MullenLowe South Africa	Sunlight	Sunlight Laundry Bar Soap	#DropYourBarWithSunlight
Tenacity	FoneYam	Smartphone Device Rental	FoneYam Awareness
Special Effects Media SA	Takalani Sesame	General	Takalani Sesame Bond Through Play Influencer Campaign
Rogerwilco	Momentum	General	Bruised Ego
McCann Joburg	L'Oreal South Africa Holdings	Garnier And Maybelline New York	Live-Selling On TikTok
Nethwork BBDO	Himalaya Wellness South Africa	Personal Care & Pharma Range	A Love Story That Got Everyone Talking
Nethwork BBDO	Mercedes-Benz South Africa	V-Class	Keep Them Guessing
Oliver Marketing	Unilever	Cleanipedia	Countdown To Clean

Social Media Innovation			
Ogilvy South Africa	We The People South Africa	Bill Of Tweets Social	#BillOfTweets
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
McCann Joburg	L'Oreal South Africa Holdings	Garnier And Maybelline New York	Live-Selling On TikTok
CHANNELS			
AGENCY	BRAND	PRODUCT	TITLE
Paid Search Marketing			
The MediaShop	Nedbank	General	Savings and Investments Reality Check
The MediaShop	Telkom	General	Telkom Consumer Winter Campaign
Penguin Airtime	Suzuki	General	The ROI Rocket: From Sports Car to Supersonic Jet
Mark1	NTT Data	Various	Redefining B2B Lead Generation
Correlate	GoSolr	GoSolr	Searching for the Sun
Search Engine Optimisation			
Lucid Performance Media	Inverroche	Gin	Transforming Inverroche Gin's Digital Footprint: A Six-Month SEO Success Story
Ogilvy South Africa	Volkswagen South Africa	Volkswagen South Africa website	Supercharging VW's Growth Engine
Rogerwilco	Stellenbosch University	General	The S.E.O in G.E.O
Display Advertising			
Ebony+Ivory	investSA Gauteng	General	Partners Connect
Ogilvy South Africa	Coronation	General	Life Taxes You
Accenture Song	Sanlam	General	The Fintervention
Carbon1	Toyota	Hilux	Sustainable Programmatic Power
Honest Marketing	Heineken Beverages	General	Heineken Beer Category Activation
Mark1	Satrix	Brand	Democratising Investment
Native Advertising			
M&C Saatchi Abel	Mr D	General	Mr D Elections
Clockwork	Byron Thomas Properties	General	Homes Need Pets
Online Video Series			
So Interactive	LiveWell by Zurich	General	Livewell - If Campaign
M&C Saatchi Abel	Mr D	General	Mr D Elections
Joe Public	Chicken Licken	General	It's the little things
M&C Saatchi Abel	Standard Bank	Corporate and Investment Banking	We Believe in Here
Anomaly	Payflex	General	Pay in Phree
Joe Public	Nedbank	General	The Signwriter
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	Neat
VML South Africa	Mondelez	General	The Lunch Bar Man
Futureborn®	Hi-Tec	Original Since Range	Run Through Time
Promise	AfriSam + AfroBoutique	General	Protective Hairstyles
Content Marketing Strategy			
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Accenture Song	Sanlam	General	The F-Show
Clockwork	Byron Thomas Properties	General	Homes Need Pets
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Promise	AfriSam + AfroBoutique	General	Protective Hairstyles
Social Paid Advertising			
The MediaShop	Debonairs	General	Debonairs Pizza - Pizza Wrap
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
Ebony+Ivory & Oryx+Crake	Brand South Africa/ Brand SA	General	30 Years of Democracy
Ogilvy South Africa	Coronation	General	Life Taxes You
Joe Public	Nedbank	General	The Signwriter
Anomaly	Payflex	General	Pay in Phree
Joe Public	Nedbank	General	Bank Your Time
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Humanz	MTN MoMo	General	MTN App Adoption
PHD Media	Lay's	General	Lay's Flavours of the World
Juno Media	Chicken Licken	General	It's the little things that satisfy us most
Joe Public	Nedbank	General	Finding Lesotho
M&C Saatchi Abel	MTN South Africa	MTN Brand	Carpe DM

<b>Innovative use of Media Planning</b>			
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
Accenture Song	Sanlam	General	The F-Show
Clockwork	Byron Thomas Properties	General	Homes Need Pets
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Honest Marketing	Heineken Beverages	General	Heineken Beer Category Activation
Mediamark	Hyundai South Africa	General	Hyundai Grand CRETA – Game of Sevens
<b>Email, Direct &amp; Inbound Marketing</b>			
Expand Agency	Sir Fruit	General	Sir Fruit - Monster Dance Party
Ogilvy South Africa	KFC South Africa	General	KFC Block Booked
<b>Use of Programmatic Media</b>			
365 Digital Media	Geewiz	Geewiz Online Store	Programmatic Powerhouse: How Geewiz Leveraged AI and Dynamic Feeds for a 2,491%
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Vicinity Media	Mzansi Magic	Television Series	Innovative WeatherTrac Technology and Location Precision Bring Queen Modjadji's Legendary Reign to Life on DOOH
Eskimi	McDonald's	Grimace milkshake	Shaking things up with the McDonald's milkshake campaign
Omnicom Media Group	Nissan	Navara	Precision Meets Intelligence
Carbon1	Toyota	General	Sustainable Programmatic Power
<b>Digital Installations &amp; Activations</b>			
Machine_	Coty	Rimmel Lasting Finish 35HR Foundation	Beauty in Real Time
Clockwork	Disney+	General	The Bear Joburg Experience
Oliver Marketing	Unilever	Axe	AXE x Comic Con Africa 2024
<b>Use of CRM, Loyalty Programs &amp; Gamification</b>			
Ogilvy South Africa	KFC South Africa	General	KFC Block Booked
Joe Public	Nedbank	General	Bank Your Time
Duke Advertising	BURGER KING SOUTH AFRICA	General	Burger King Election Campaign
Rainmaker Media	Nivea	General	Sixty60 In App Credit Competition
The Odd Number	TymeBank	General	A Million Reasons
<b>Channel Innovation</b>			
Machine_	Coty	Rimmel Lasting Finish 35HR Foundation	Beauty in Real Time
Ogilvy South Africa	KFC South Africa	General	KFC Block Booked
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary SAVA
Clockwork	Byron Thomas Properties	General	Homes Need Pets
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Vicinity Media	Lay's	Lay's chips	Game-on technology unlocks real-time omnichannel innovation
Joe Public	Nedbank	General	Nedbank Money Warnings
Rogerwilco	Stellenbosch University	General	The S.E.O in G.E.O
Meta Media	Mediclinic	ER24	Save The Number
<b>Campaign / Microsites</b>			
Techsys Digital	Momentum	General	She Owns Her Success: An AI platform that shapes careers and perfects the job hunt
Joe Public	Nedbank	General	Youth Honours Board
Joe Public	Nedbank	General	Bank Your Time
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
VML South Africa	Mondelez	General	The Lunch Bar Man
VML South Africa	Unilever South Africa	General	Real Beauty Generation
Futureborn®	Hi-Tec	Original Since Range	Run Through Time
<b>Bots, Messaging and Dark Social</b>			
Ogilvy South Africa	Gates Foundation	#ForeverWena	#ForeverWena - Slide into Our DMs
TBWA\ Hunt Lascaris	Sloom	Whatsapp Bot	Sloom NapBot

Podcasts, Live Streaming and Audio Streaming			
Joe Public	Amnesty International South Africa	General	Scarred
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Clockwork	ADASA	General	Did I hear that?
Clockwork	ADASA	General	On repeat
McCann Joburg	SA Heart	General	Check My Beat - Heart Health Tracks
Interactive Mixed Media			
Joe Public	Amnesty International South Africa	General	Scarred
Ogilvy South Africa	SAB (ABInBev)	General	The 63 Second Final
Ogilvy South Africa	KFC South Africa	General	Beyond The Sea
Ogilvy South Africa	KFC South Africa	General	KFC Block Booked
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury Presents Real Mzansi Names
Ogilvy South Africa	Cadbury South Africa	General	"Give a little thanks" Festive 2024
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
iProspect	Castle Light	General	Castle Light Battle of the Billboards
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Windhoek Beer	Dry January
EMERGING DIGITAL TECHNOLOGIES & CHANNELS			
AGENCY	BRAND	PRODUCT	TITLE
Artificial Intelligence			
One Over One	Parker	General	Signature Sounds
Techsys Digital	Momentum	General	She Owns Her Success: An AI platform that shapes careers and perfects the job hunt
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
VML South Africa	Unilever South Africa	General	Real Beauty Generation
Starcom	Cadbury Dairy Milk	Cadbury Dairy Milk Festive Range	Cadbury Generosity
McCann Joburg	SA Heart	General	Check My Beat - Heart Health Tracks
Standard Bank	Standard Bank	General	AI Powered Music Ads
PUBLISHING			
AGENCY	BRAND	PRODUCT	TITLE
Publisher Sites (Mass Appeal)			
Media24	News24	General	News24
Media24	Daily Sun	General	Mass Audience Distribution
Media24	Daily Sun	General	A Re Buwe - 2024 May Elections Coverage
Custom Publishing (Niche Appeal)			
Machine_	Sanlam	Sanlam Group Digimag	Client Whisperer
Email Newsletters & Marketing			
Machine_	Sanlam	General	The Power of Small Changes
Bizcommunity	Bizcommunity.com	Biz Marketing & Media Daily Newsletter	Since 2001
Social Media Content & Campaigns			
Accenture Song	Marmite	General	The Marmite Smear Campaign
Duke Advertising	THE BEVERAGE COMPANY PROPRIETARY LIMITED	JIVE	My JIVE. My Hood.
Media24	Daily Sun	General	WhatsApp Channel
Primedia Broadcasting	947	General	947 School Invasion 2024
The Odd Number	Newzroom Afrika	General	5 Years of News, from A to Z
Data Strategy, Content & Campaigns			
Media24	News24	General	WASTE LAND   Mogale City sewage disaster sees faeces-laden river water testing 100 times above legal limit
Media24	News24	General	The Murray Murders: Unravelling the assassination of Cloete and Thomas Murray
Ogilvy South Africa	Volkswagen South Africa	General	Supercharging VW's Growth Engine
Video Content & Campaigns			
Media24	News24	General	No Place to Call Home
Media24	News24	General	On the Road: A News24 countrywide elections tour
Media24	News24	General	VIDEO SERIES   R300m down the drain as Mogale City's faecal fallout worsen
Primedia Broadcasting	Eyewitness News	Eyewitness News	Trapped by loyalty, bound by blood: the gangster code in South Africa
Primedia Broadcasting	Eyewitness News	Eyewitness News	Election Stories across the Nine Provinces
Media24	Daily Sun	General	Video News Reporting

Live Event Content			
Media24	News24	General	On the Record
Media24	News24	General	WATCH LIVE   Join News24 for the latest coverage of the 2024 elections
Ogilvy South Africa	SAB (ABInBev)	General	The 63 Second Final
Clockwork	Disney+	General	The Bear Joburg Experience
Media24	Daily Sun	General	2024 May Elections Live Coverage
Primedia Broadcasting	Kfm 94.5	General	Galaxy KDay 2024
Audio Content, Podcasts & Campaigns			
Joe Public	Amnesty International South Africa	General	Scarred
2Stories	Willing & Abel	General	Hopeful conversations that challenge perspectives
East Coast Radio	East Coast Radio	General	African Story Magic with Gcina Mhlophe – Season 2
Publisher Innovation			
Media24	News24	General	VISUAL INVESTIGATION   Final Footsteps: The Kirsten Kluyts murder
Primedia Broadcasting	Primedia+	General	Primedia+
Publisher Brand-Building Campaigns			
Jacaranda FM	Jacaranda FM	True Crime South Africa – die Afrikaanse weergawe podcast	True Crime South Africa – die Afrikaanse weergawe – Season 2
The Odd Number	Newzroom Afrika	General	5 Years of News, from A to Z
CAMPAIGN			
AGENCY	BRAND	PRODUCT	TITLE
Digital Campaign Strategy			
Ogilvy South Africa	KFC South Africa	Lunchtime Deals	KFC Block Booked
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Accenture Song	Sanlam	General	The F-Show
Joe Public	Nedbank	General	Bank Your Time
Clockwork	Byron Thomas Properties	General	Homes Need Pets
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Mobile Campaign			
Joe Public	Amnesty International South Africa	General	Scarred
TBWA\ Hunt Lascaris	Sloom	Whatsapp Bot	Sloom NapBot
Promise	AfriSam + AfroBoutique	General	Protective Hairstyles
Best Use of Data			
Ogilvy South Africa	KFC South Africa	General	KFC Block Booked
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
Joe Public	Nedbank	General	Bank Your Time
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Vicinity Media	Woolworths	Woolworths Kids Clothing	Global first measurement analytics and targeting tools revolutionise omnichannel campaign metrics and decision making
Honest Marketing	Heineken Beverages	General	Heineken Beer Category Activation
Rainmaker Media	The Shoprite Group	Checkers LiquorShop	Checkers LiquorShop Purchase Intent Predictive Audience
Futuretech	Sanofi / Ehtica	Telfast	Telfast: Bridging Digital & In-Store Success
Futuretech	Heineken Beverages	General	AI-Driven Personalization for Amstel Radler
Correlate	Bed Bath Home	Bed Bath Home	Hospitality Checks Out Online
The Odd Number	TymeBank	General	A Million Reasons
Integrated Mixed Media Campaign			
Ogilvy South Africa	Pep	General	Dry & Detect Towel
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Hide them with Love Mzansi
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Ogilvy South Africa	Volkswagen SA	General	#ShouldAGottaVivo
Joe Public	Nedbank	YouthX	Youth Honours Board
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
Accenture Song	Sanlam	General	The Fintervention
Joe Public	Nedbank	General	Bank Your Time
Joe Public	Nedbank	General	Nedbank Money Warnings
Futureborn®	Hi-Tec	Original Since Range	Run Through Time
Break Through on a Budget			
The MediaShop	SA Heart	General	SA Heart: Check My Beat
M&C Saatchi Abel	Mr D	General	Mr D Elections
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Accenture Song	Marmite	General	The Marmite Smear Campaign
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
Clockwork	Byron Thomas Properties	General	Homes Need Pets
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
iKhokha	iKhokha	General	Jabu Atchar
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Windhoek Beer	Dry January

Branded Content			
Retroviral & T+W & Grid	Showmax.com	General	Showmax.com Premier League Stunt
Joe Public	Chicken Licken	General	It's the little things
Ogilvy South Africa	SAB (ABInBev)	General	The 63 Second Final
Accenture Song	Sanlam	General	The F-Show
Accenture Song	Marmite	General	The Marmite Smear Campaign
CRAFT			
AGENCY	BRAND	PRODUCT	TITLE
Craft - Marketing Copywriting			
Joe Public	Amnesty International South Africa	General	Scarred
M&C Saatchi Abel	Mr D	General	Mr D Elections
Ogilvy South Africa	Coronation	General	Life Taxes You
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	Neat
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Save Our Stay (SOS)
Accenture Song	Sanlam	General	The F-Show
Clockwork	ADASA	General	Did I hear that?
VML South Africa	Standard Bank	Banking security	Fraud is no Fairy Tale
Craft - Research			
Joe Public	Nedbank	YouthX	Youth Honours Board
MakeReign	Clicks	Health & Beauty	Clicks App
Craft - Interface Design			
Injozi	Heineken	General	SAVA
VML South Africa	Mondelez	General	The Lunch Bar Man
MakeReign	AddPay	General	AddPay
Futureborn®	Hi-Tec	Original Since Range	Run Through Time
MakeReign	Clicks	Health & Beauty	Clicks App
Craft - Software, Coding & Tech. Innovation			
Techsys Digital	Momentum	General	She Owns Her Success: An AI platform that shapes careers and perfects the job hunt
Injozi	Heineken	General	SAVA
VML South Africa	Unilever South Africa	General	Real Beauty Generation
MakeReign	AddPay	General	AddPay
McCann Joburg	SA Heart	General	Check My Beat - Heart Health Tracks
MakeReign	Clicks	Health & Beauty	Clicks App
Craft - Strategy			
Machine_	Coty	Rimmel Lasting Finish 35HR Foundation	Beauty In Real Time
Ogilvy South Africa	Gates Foundation	General	#ForeverWena
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Ogilvy South Africa	Volkswagen SA	General	#ShouldAGottaVivo
Accenture Song	Sanlam	General	The F-Show
Joe Public	Nedbank	General	Bank Your Time
MullenLowe South Africa	Sunlight	Sunlight Laundry Bar Soap	#DropYourBarWithSunlight
MullenLowe South Africa	Knorr	Knorr All - in - One Vegetable Bouillon	Green Gursha
MullenLowe South Africa	Spekko	Spekko Rice	7 Days 7 Ways
MakeReign	Clicks	Health & Beauty	Clicks App
Craft - UX			
Injozi	Heineken	General	SAVA
MakeReign	Clicks	Health & Beauty	Clicks App
MakeReign	AddPay	General	AddPay
Craft - Online Video/Moving Image			
So Interactive	LiveWell by Zurich	General	LiveWell - If Campaign
Ogilvy South Africa	Volkswagen SA	General	Life on the Mind
Ogilvy South Africa	Volkswagen SA	New T-Cross	Go Your Way
Ogilvy South Africa	Volkswagen SA	General	#VWDezemba Fan Finale
Joe Public	Nedbank	General	The Signwriter
Accenture Song	National Sea Rescue Institute	General	Wherever you are, we are
VML South Africa	Mondelez	General	The Lunch Bar Man
Futureborn®	Hi-Tec	Original Since Range	Run Through Time
The Odd Number	Newzroom Afrika	General	5 Years of News, from A to Z
Craft - Social Media Community Management			
Ogilvy South Africa	KFC South Africa	KFC Brand	Your Ma Se KFC
VML South Africa	Nando's	General	Voice of the People
Nerdware	The South African National Roads Agency SOC Ltd (SANRAL)	Public awareness	When Snow Fell on the N3: A Rare South African Crisis

Craft - Digital Media			
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
Clockwork	Jaecoo	General	How we Hijacked Cars on YouTube
Media24	Daily Sun	General	Trapped in Gomora
The Odd Number	TymeBank	General	A Million Reasons
Craft - Use of Sound			
Joe Public	Amnesty International South Africa	General	Scarred
M&C Saatchi Abel	Standard Bank	General	The Undercover Ad
M&C Saatchi Abel	Standard Bank	General	Track Your Racks
Ogilvy South Africa	SAB (ABInBev)	General	The 63 Second Reminder
Joe Public	Nedbank	General	The Signwriter
TBWA\ Hunt Lascaris	McDonald's South Africa	Grimace Shake	Make Happy Happen with Grimace
McCann Joburg	SA Heart	General	Check My Beat - Heart Health Tracks
Craft - Interactive Design			
MakeReign	AddPay	General	AddPay
Craft - Voice Experience Design			
One Over One	Parker	General	Signature Sounds
Craft - Digital Content Marketing			
M&C Saatchi Abel	Standard Bank	Corporate and Investment Banking	We Believe in Here
Accenture Song	Sanlam	General	The F-Show
VML South Africa	Mondelez	Lunch Bar	The Lunch Bar Man
HaveYouHeard Group	Toyota	Toyota Brand	The Toyota Gaming Engine
SPECIAL HONOURS			
AGENCY / SCHOOL		NAME	
Best Digital Student			
IIE-Vega	Danielle Nakan-Sage		
IIE-Vega	Laeegah Cassim		
IIE-Vega	Abia Bosman, Emma Clough, Isabel Pinnock, Zané Witte		
IIE Vega	Brian Khayaletu, Brighton Ncube		
IIE-Vega	Kierra Theunissen		
Red and Yellow Creative School of Business	Isabella Gray		
Red and Yellow Creative School of Business	Khomotso Neo Mothudi		
Red and Yellow Creative School of Business	Ruby Dixon		
IIE-Vega	Ester Terblanche		
IIE Vega	Dylan van Niekerk		
IIE Vega	Erin Maschek		
IIE Vega	Keotlotile Tihabanelo		
IIE Vega	Gene van Aswegen		
IIE Vega	Marisha Roberts		
IIE Vega	Karindi Smit		
Digital Rising Star			
Retroviral	Kgothatso Maditse		
Instinctif Partners Africa	Kenneth Mokgabudi		
The Odd Number	Sibuyiselwe Nhangwini		
AGENCY		BRAND	PRODUCT / TITLE
Best Contribution to Transformation in the Digital Industry			
Ogilvy South Africa	Ogilvy	OG CTA ,the Groundbreaking and Largest Digital & Technology Learnership Academy Aimed at Transforming Our Industry	
VodaMedia	Eaziads	A Bespoke Digital Learning Program	
Pixel for Purpose			
Ogilvy South Africa	Pep	Dry & Detect Towel	
Ogilvy South Africa	Gates Foundation	#ForeverWena	
Joe Public	Nedbank	Youth Honours Board	
Accenture Song	Sanlam	The F Show	
Joe Public	Nedbank	Money Warnings	
Vodacom	Eaziads	A Bespoke Digital Learning Program	
McCann Joburg	SA Heart	Check My Beat - Heart Health Tracks	
Oliver Marketing	Unilever	LIFEBUOY — GLOBAL HANDWASHING DAY 2024 H FOR HANDWASHING: HLUBI THE HAPPY HANDWASHING HIPPO	
Oliver Marketing	Unilever	Express Yourself in 100 Colours	
Promise	AfriSam + AfroBoutique	Protective Hairstyles	