

All the 2023 Bookmark Awards winners

Last night the IAB South Africa Bookmark Awards, in partnership with Accenture Song, named Promise the Best Digital Agency, and its client, PPS, the Best Digital Brand.



Image supplied. Promise agency has been named the IAB South Africa Bookmark Awards, in partnership with Accenture Song, best digital agency

The Awards took place at Vodacom Dome, Vodaworld and saw Promise's *Forgotten Graduate* campaign for PPS win a Pixel for Purpose, three gold awards in the craft category, and gold in the campaign category.

Ogilvy SA also won a Pixel for Purpose. News24 was named Best Publisher. Bernice Puleng Mosala from Joe Public was named Best Digital Youngster and IIE Vega won Best Student (Black Pixel) - for the seventh consecutive year.

Other big winners were Accenture Song, Make Reign and Dentsu Creative.

The winners

Winners of the 15th annual IAB South Africa Bookmark Awards were announced in the following categories:

Special Honours

Best Digital Student				
Award	Company	Brand	Title	Product
Black Pixel	Megan Taylor Hills Mijaenne Grove Anuli Mudaly Megan Kimber	IIE-Vega		
Best Digital Youngster				
Black Pixel	Bernice Puleng Mosala	Joe Public		
Pixel for Purpose				
Black Pixel	Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Black Pixel	Ogilvy South Africa	Cadbury	Cadbury Homegrown Stories	Cadbury
Digital Brand of the Year				
Black Pixel	PPS			
Best Publisher				
Black Pixel	News24			

Best Digital Agency		
Black Pixel	Promise	

Platforms

Brand, Commercial & Retail Websites				
Award	Company	Brand	Title	Product
Bronze	So Interactive & MakeReign	Ocean Basket	Global Website	Global Website
Silver	MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation
E-commerce sites				
Silver	Dash Digital Studio	Lemkus	Lemkus e-commerce	E-commerce Website
Bronze	Dash Digital Studio	Fitsole	Fitsole e-commerce	E-commerce Website
Web Apps				
Bronze	Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Mobile Apps				
Gold	Woolworths & MakeReign	Woolworths	Introducing the most feature rich retail app in SA	Woolworths
Mobile Sites				
Silver	Joe Public	Chicken Licken	Love Me Tender	Love Me Tender Burger
Games				
Silver	Accenture Song	WESGRO	Play before you stay	Western Cape Tourism
Platform Innovation				
Bronze	Digitas Liquorice	Sanlam	Automated Estate Reporting	Automated Estate Reporting
Silver	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Bronze	Accenture Song	WESGRO	Play before you stay	Western Cape Tourism
Silver	Woolworths & MakeReign	Woolworths	Introducing the most feature rich retail app in SA	The Woolworths App
Gold	MakeReign & Dentsu Creative	AB InBev	#ReclaimYourDNA Virtual Museum Experience	Trophy Stout
Customer Experience Design				
Silver	Woolworths & MakeReign	Woolworths	Introducing the most feature rich retail app in SA	The Woolworths App
Bronze	MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation

Communities

Social Communities				
Award	Company	Brand	Title	Product
Bronze	Accenture Song	Engen	Engen Social Communities	Engen
Use of User-generated Content				
Bronze	Iconic Collective	Makro	Voice of Makro	'Festive' and 'Back To' Deals
Silver	Ogilvy South Africa	Cadbury	Cadbury Homegrown Stories	Cadbury
Social Media Campaigns				
Silver	Joe Public	Chicken Licken	Love Me Tender	Love Me Tender Burger
Silver	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Bronze	Accenture Song	Marmite	New & UNimproved	Marmite
Bronze	Dentsu Creative	AB InBev	TROPHY RECLAIM YOUR DNA	TROPHY STOUT
Silver	Ogilvy South Africa	Volkswagen South Africa	#WVDezemba	VW Commercial Vehicles
Bronze	Ogilvy South Africa	KFC	KFC MicroSoccer	KFC eCommerce
Influencer Marketing				
Gold	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Social Media Innovation				
Gold	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Bronze	Techsys Digital	Takealot	The AI Powered WhatsApp Retail Therapist	Takealot

Channels

Paid Search Marketing				
Award	Company	Brand	Title	Product
Gold	MTN	MTN	More sales. More wins. Less spend.	Paid Search

Silver	LuckyHustle	MTN	The Big Upgrades Uptake	Online Marketing - Upgrades
Organic Search Marketing				
Silver	MTN	MTN	Over 600 stores, product and service listings. One unmissable message.	Website
Silver	VMLY&R South Africa	Google	Google #Lookmeup	App
Online Video Series				
Gold	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Bronze	Ogilvy South Africa	KFC	Fill Up For R5	KFC Meal Upsize For R5
Gold	Ogilvy South Africa	KFC	PI Diaries	KFC
Silver	Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Content Marketing Strategy				
Bronze	Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Innovative Use of Media				
Bronze	Hoorah	Distell	Pata Pata Reimagined	Bain's Whisky
Email, Direct & Inbound Marketing				
Silver	Ogilvy South Africa	Colgate	Colgate - Personalise Your Smile	Colgate CRM
Digital Installation and Activations				
Bronze	Two Tone Global	Nestle	Touchless Innovation	Ricoffyn'ice
Online Video				
Bronze	Hoorah	Distell	Pata Pata Reimagined	Bain's Whisky
Use of CRM, Loyalty Programs & Gamification				
Bronze	Ogilvy South Africa	AB InBev	The Foam Knows	Carling Black Label
Campaign / Microsites				
Silver	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Gold	Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Interactive Mixed Media				
Silver	Dentsu Creative & MakeReign	AB InBev	TROPHY RECLAIM YOUR DNA	Trophy Stout
Silver	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Silver	Ogilvy South Africa	Volkswagen South Africa	The Blind Spot	Blind Spot Monitor

Emerging Digital Technologies & Channels

Virtual Reality (VR) & Augmented Reality (AR)				
Award	Company	Brand	Title	Product
Gold	MakeReign & Dentsu Creative	AB InBev	#ReclaimYourDNA Virtual Museum Experience	Trophy Stout
Artificial Intelligence				
Bronze	Techsys Digital	Takealot	The AI Powered WhatsApp Retail Therapist	Takealot

Publishing

Publisher Sites				
Award	Company	Brand	Title	Product
Silver	News24	News24	News24 - Trust, at Scale	News24
Specialist Publisher Sites				
Bronze	Farmers For Change	Food For Mzansi Group	Food For Mzansi	Food For Mzansi website
Silver	News24	News24	News24 Impact Report	News subscription service
Email Newsletters & Marketing				
Bronze	News24	News24	Good Morning, SA	Online news service
Social Media & Content Campaigns				
Silver	News24	News24	Let's talk about it	News subscription service
Video Content & Campaigns				
Silver	Primedia Broadcasting	Eyewitness News	The Homeless Graduate - Gibson Nzimande's story	Gibson Nzimande's story
Live Event Content				
Bronze	Farmers For Change	Food For Mzansi Group	Mzansi Young Farmers Indaba 2022	Food For Mzansi Young Farmers Indaba 2022

Audio Content & Campaigns				
Bronze	Jacaranda FM	Jacaranda FM	True Crime South Africa – die Afrikaanse weergawe	Jacpod
Silver	Jacaranda FM	Jacaranda FM	#SafeSpace	Panda
Publisher Innovation				
Silver	News24	News24	News24 On Air	News24
Publisher Brand-Building Campaigns				
Bronze	East Coast Radio	East Coast Gold	Times Change, Music Doesn't	East Coast Gold

Campaign

Digital Campaign Strategy				
Award	Company	Brand	Title	Product
Bronze	Accenture Song	Sanlam	Li:FE of Confidence	Group Brand
Bronze	Ogilvy South Africa	KFC	Anything for the Taste	KFC
Bronze	Ogilvy South Africa	KFC	PI Diaries	KFC
Digital Integrated Campaign				
Silver	Accenture Song	Sanlam	Li:FE of Confidence	Group Brand
Silver	Dentsu Creative	AB InBev	TROPHY RECLAIM YOUR DNA	TROPHY STOUT
Mobile Campaign				
Bronze	VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
Bronze	Accenture Song	Santam	Santam Guardians	Santam
Bronze	Dentsu Creative & MakeReign	AB InBev	TROPHY RECLAIM YOUR DNA	Trophy Stout
Best Use of Data				
Bronze	VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
Bronze	Net#work BBDO & OMD	Mercedes-Benz	Mercedes-Benz GLC Online Edition	GLC
Integrated Mixed Media Campaign				
Bronze	Accenture Song	Sanlam	Li:FE of Confidence	Group Brand
Silver	Dentsu Creative	AB InBev	TROPHY RECLAIM YOUR DNA	TROPHY STOUT
Bronze	Ogilvy South Africa	KFC	Anything for the Taste	KFC
Branded Content				
Gold	Promise	PPS	Finding the Forgotten Graduate	Brand campaign

Craft

Excellence in Craft - Marketing Copywriting				
Award	Company	Brand	Title	Product
Craft Bronze	Promise	PPS	Finding the Forgotten Graduate	Benedict Vilakazi, Cissie Gool, Hawa Attuallah, Harold Cressy, Alfred Mangena
Craft Silver	Promise	PPS	Finding the Forgotten Graduate	Charlotte Maseke, Jotello Soga, William Anderson Soga
Excellence in Craft - Research				
Craft Silver	Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Excellence in Craft - Interface Design				
Craft Bronze	Woolworths & MakeReign	Woolworths	Introducing the most feature rich retail app in SA	The Woolworths App
Craft Silver	MakeReign & Dentsu Creative	ABinBev	#ReclaimYourDNA Virtual Museum Experience	Trophy Stout
Craft Gold	Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Excellence in Craft - Software, Coding & Tech. Innovation				
Craft Bronze	Accenture Song	WESGRO	Play before you stay	Western Cape Tourism
Craft Silver	MakeReign & Dentsu Creative	ABinBev	#ReclaimYourDNA Virtual Museum Experience	Trophy Stout
Craft Gold	INJOZI Technology Studio	PPS	Finding The Forgotten Graduate	Interactive Website Experience
Excellence in Craft - Strategy				

Craft Bronze	VMLY&R South Africa	Hollard	Change Maker	Insurance
Craft Silver	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Craft Bronze	Ogilvy South Africa	AB InBev	Bread of the Nation	Castle Lager
Excellence in Craft - UX				
Craft Silver	Woolworths & MakeReign	Woolworths	Introducing the most feature rich retail app in SA	The Woolworths App
Craft Bronze	MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation
Craft Silver	MakeReign & Dentsu Creative	AB InBev	#ReclaimYourDNA Virtual Museum Experience	Trophy Stout
Craft Gold	Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Excellence in Craft - Online Video Production				
Craft Bronze	Accenture Song	Sanlam	LI:FE of Confidence	Group Brand
Excellence in Craft - Digital Media				
Craft Bronze	Prodigious / NestléOne	Nestlé	Brewing with Data	Nestlé Coffees
Excellence in Craft - Use of Sound				
Craft Bronze	Levergy	Nedbank	Tasting Notes: A Story of Sound and Wine	Banking
Excellence in Craft - Interactive Design				
Craft Bronze	Accenture Song	WESGRO	Play before you stay	Western Cape Tourism
Craft Silver	MakeReign & Dentsu Creative	AB InBev	#ReclaimYourDNA Virtual Museum Experience	Trophy Stout
Craft Gold	Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Excellence in Craft - Digital Content Marketing				
Craft Silver	Promise	PPS	Finding the Forgotten Graduate	Brand campaign

Representing a changing industry

CEO of IAB South Africa Razia Pillay said the transformation of the Bookmarks was representative of a changing industry that highlighted learning and engagement between established leaders and incoming young talent.

The entries also highlight the tenacity of South Africans she says. "While the industry is producing work under difficult conditions, such as load shedding, it is winning awards locally and internationally."

In her welcome, Khensani Nobanda, 2023 IAB South Africa Bookmark Awards jury president and group executive for marketing and corporate affairs at Nedbank says the Bookmark entries show that South Africa and Africa are creating at their best and that excites her.

“This year we also see a spread of winners, with no category dominating. This is important as it means that digital channels are becoming part of everyday life.”



#Bookmarks2023: Inaugural Bookmarks Finalists' Showcase a wealth of insights and engagement

27 Jul 2023



Lifting the standard

She also referred to the newly launched Finalists' Showcase that took place the day before the awards. “The Finalists' Showcase is important because as the industry works towards change, those working within it need to see and experience the works of their peers.

“The awards are important, however, showcasing the thinking behind the creativity, the actions, and the business results that helps uplift the level of learning and standards that we hold ourselves accountable to in the digital media and marketing industry,” says Nobanda.

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