

All the finalists

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The IAB Bookmark Awards, an IAB SA initiative, celebrates its 13th year of rewarding excellence in digital and recognising the powerful impact interactive has on the overall marketing mix.



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This year's categories include: Platforms, Communities, Channels, Emerging Digital Technologies, Publishing, Campaign, Craft and Special Honours.



MARKETING & MEDIA

2021 Bookmarks Awards Jury share insights on state of digital

IAB South Africa 28 Apr 2021



The finalists are...

CAMPAIGN: DIGITAL STRATEGY			
Entrant	Title	Brand	Product
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg / Grid Worldwide	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
FCB Durban	Grandtrek Uncharted	Dunlop Tyres SA	Dunlop Tyres SA
Promise	Easter Egg Creds	Ab InBev	Castle Lite
Mediacom	Savanna Virtual Comedy Bar 2.0	Distell	Savanna Cider
VMLY&R South Africa	Soundscapes	WWF	Stewardship and Conservation Projects
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Microsoft	Xbox
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC

Digitas Liquorice	Hygienica	Unilever	Bright Future		
<u> </u>	70				
CAMPAIGN: DIGITAL INTEGRATED CAMPAIGN MTN Group Brand and					
TBWA\Hunt Lascaris	Wear it for me	Marketing	MTN Group		
Johannesburg		Communications			
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC		
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg		
King James Group	The Olympian	Sanlam	Sanlam		
VMLY&R South Africa	Another Official Language	Hollard	Insurance		
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism		
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch		
Ogilvy South Africa	Whenever, Wherever	KFC	KFC Nuggets		
CAMPAIGN: MOBILE CAI	MPAIGN				
Hellosquare	Celebrate Everything	Tiger Brands	Tinkies		
Vodacom	ShakeOff2020	Vodacom	ShakeOff2020		
CAMPAIGN: BEST USE C	DF DATA	<u>'</u>			
Promise	Cold Tracker	Ab InBev	Castle Lite		
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis		
Ogilw South Africa	The Sabbatical	Volkswagen South Africa	Touareg		
HelloFCB+	Bouquets for Bros	Netflorist	Flowers		
Rogerwilco	Sales Funnel Optimisation	iWYZE	Insurance		
	D MIXED MEDIA CAMPAIGN				
Mark1, Duke, Positive					
Dialogue	Dala Your Colour	Jive	Cool drinks		
TBWA\Hunt Lascaris Johannesburg \ Grid	Wear it for me	MTN Group Brand and Marketing	MTN Group		
Worldwide	vvearitionme	Communications	MIN Group		
TBWA\Hunt Lascaris		Communications			
Johannesburg	Make Time	1000 Women Trust	Cover up Krissy Doll		
The Riverbed Agency	Passengers	Aware.org	Alcohol responsibility and education		
Ogilvy South Africa	#NoExcuse RenewAl	Ab InBev	Carling Black Label		
King James Group	The Olympian	Sanlam	Sanlam		
VMLY&R South Africa	Another Official Language	Hollard	Insurance		
King James Group	Sanlam Now is the time to plan	Sanlam Group	Financial Services		
Ogilvy South Africa	Whenever, Wherever	KFC	KFC Nuggets		
CAMPAIGN: BREAK THR	OUGH ON A BUDGET				
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly		
TBWA\Hunt Lascaris Johannesburg	Make Time	1000 Women Trust	Cover up Krissy Doll		
TBWA Hunt Lascaris South Africa	Children	Datsun South Africa	Datsun Go		
Joe Public United	Kentucky	Chicken Licken	Easybucks®		
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis		
Saatchi & Saatchi South Africa	Lockdown Whopper	Burger King	Brand		
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism		
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch		
Ogilvy South Africa	KFC Buckarapa	KFC	KFC		
· ·	CAMPAIGN: BRANDED CONTENT				
Retroviral and Panther					
Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly		
TBWA\Hunt Lascaris Johannesburg	Children	Datsun South Africa	Datsun Go		
Joe Public Pty Limited	Kentucky	Chicken Licken	Easybucks®		
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC		
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg		
Joe Public Pty Limited	The Hungry Poet	Chicken Licken	Chicken Licken		
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism		

CHANNEL: PAID SEARCH MARKETING				
Shoprite Checkers PTY LTD	Search	Checkers Sixty60	Checkers Sixty60	
CHANNEL: ORGANIC SE	ARCH MARKETING			
NP Digital	MiWay Car Insurance Organic Campaign	MiWay	MiWay Car Insurance	
Sauce Advertising	Organic Search Kicks the Competition to the Kerb	Famous Brands	Kerbside Delivery	
Rogerwilco	Searching Like Crazy	The Crazy Store	Retail	
Incubeta	Driving Organic Success for Hyundai	Hyundai	Vehicles	
CHANNEL: DISPLAY ADV	VERTISING			
Mark1	Diski Like a Legend	Mondelez	Cadbury	
Promise	Cold Tracker	Ab InBev	Castle Lite	
Saatchi & Saatchi South	Lockdown Whopper	Burger King	Brand	
Africa 365 Digital Media Pty Ltd	Hold My hunter - Super Billboard	Hunters	Red Apple	
300 Digital Wedia i ty Eta	ENCOURAGING PEOPLE TO SELF-GIFT THE	Tiditiois	Театрые	
M&C Saatchi Connect	CARS THEY'VE ALWAYS WANTED	Toyota	Automark	
CHANNEL: NATIVE ADVE	ERTISING			
24.com	KZN Has It All - Believe It!	Tourism KZN	Visit KwaZulu-Natal	
CHANNEL: ONLINE VIDE	O SERIES			
TBWA\Hunt Lascaris Johannesburg	Exciting	Datsun South Africa	Datsun Go	
10th Street & VSA	Get in the Game - NFL Super Bowl	ESPN Africa	Broadcaster	
10th Street & VSA	Get in the Game - Football	ESPN Africa	Broadcaster	
Joe Public Pty Limited	You Belong	AB In Bev	Brutal Fruit	
Ogilvy South Africa	Champion Challenge	Ab InBev	Carling Black Label	
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19	
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism	
Ogilvy South Africa	Whenever, Wherever	KFC	KFC Nuggets	
	· ·		T-ROC	
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	I-ROC	
IV M / I V/O D Courth Africa	Ctorto with Hollo	Hallard	Inc. manage	
VMLY&R South Africa	Starts with Hello	Hollard	Insurance	
CHANNEL: CONTENT MA		Hollard	Insurance	
		Capitec	Insurance Capitec Move	
CHANNEL: CONTENT MA	ARKETING STRATEGY			
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Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Onity Courth Africa	#NaCionina The Propert Tains	Ab InBev	Coding Plack Labol
Ogilvy South Africa	#NoExcuse The Bravest Thing		Carling Black Label
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
Retroviral and 10th Street	My Body (Stand up)	1st for women	1st for women
	CT, INBOUND MARKETING		
OneDayOnly	Email me.	OneDayOnly	Email marketing conversion and entertainment
Shoprite Checkers	Personalised value, instantly with Checkers Xtra Savings	Checkers Xtra Savings	Offers for You
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Mcrosoft	Xbox
CHANNEL: DIGITAL INST	FALLATIONS		
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
Mark1, Duke, Positive Dialogue	Dala Your Colour	Jive	Cool drinks
CHANNEL: ONLINE VIDE	9		
Retroviral and Panther			
Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
Joe Public United	Kentucky	Chicken Licken	Easybucks®
Joe Public United	Everyone Is Talking About it	Chicken Licken	Easybucks®
Joe Public United	Soulful Nation	Chicken Licken	Brand
Joe Public United	They Walked So We Could Run	Converse	Brand
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
King James Group	We're Open	Wesgro	Msit Cape Town and the Western Cape
VMLY&R South Africa	The Simple Song	Supersonic	Internet Service Provider
King James Group	Don't Panic Buy	Pick n Pay	Don't Panic Buy
Wunderman Thompson	iGrootman	BMW	330is Edition
INDUID AIRICA			
South Africa	Wet Paint	ΔR InRev	Stella Artois Premium Reer
King James Group	Wet Paint	AB InBev	Stella Artois Premium Beer
King James Group CHANNEL: USE OF CRM	, LOYALTY & GAMIFICATION		
King James Group CHANNEL: USE OF CRM Machine_	, LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme	Sanlam Group	Sanlam Reality
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd	, LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame	Sanlam Group Microsoft	Sanlam Reality Xbox
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice	, LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica	Sanlam Group	Sanlam Reality
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King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice	, LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS)	Sanlam Reality Xbox
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL IN	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica	Sanlam Group Microsoft Unilever South African National	Sanlam Reality Xbox Bright Future
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INF Joe Public United	, LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS) People Opposing Women	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS)
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INF Joe Public United Joe Public United	A LOYALTY & GAMIFICATION Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Mnutes is Worth a Lifetime The Abused News	Sanlam Group Mcrosoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA)	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Promise	sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker	Sanlam Group Mcrosoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Joe Public United Promise Promise	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Joe Public United Promise Promise Digitas Liquorice	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds Bigger Picture Business Banking	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite Business Banking
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite Business Banking KFC
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King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS. TBWA\Hunt Lascaris South Africa Ogilvy South Africa	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing	Sanlam Group Mcrosoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS. TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing AND AUDIO STREAMING Are we there yet? A Few Minutes is Worth a Lifetime	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National Blood Service (SANBS)	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA South African National Blood Service (SANBS)
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS. TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS AFCB Durban Joe Public United The Riverbed Agency	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing IND AUDIO STREAMING Are we there yet?	Sanlam Group Mcrosoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA South African National Blood Service (SANBS) Alcohol responsibility and education
King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS. TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing AND AUDIO STREAMING Are we there yet? A Few Minutes is Worth a Lifetime	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National Blood Service (SANBS)	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA South African National Blood Service (SANBS)
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King James Group CHANNEL: USE OF CRM Machine_ Clockwork Digital (Pty) Ltd Digitas Liquorice CHANNEL: CHANNEL INI Joe Public United Joe Public United Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / Joe Public United Digitas Liquorice CHANNEL: BOTS, MESS. TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United The Riverbed Agency VMLY&R South Africa	Sanlam Reality Lockdown Loyalty Programme Xbox Hall of Fame Hygienica NOVATION A Few Minutes is Worth a Lifetime The Abused News Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica AGING AND DARK SOCIAL Kaito by Nissan Chatbot #NoExcuse The Bravest Thing ND AUDIO STREAMING Are we there yet? A Few Minutes is Worth a Lifetime Passengers Soundscapes Dreaming of One Day	Sanlam Group Microsoft Unilever South African National Blood Service (SANBS) People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev Dunlop Tyres SA South African National Blood Service (SANBS) Aware.og WWF	Sanlam Reality Xbox Bright Future South African National Blood Service (SANBS) Brand Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA South African National Blood Service (SANBS) Alcohol responsibility and education Stewardship and Conservation Projects

Promise	Cold Tracker	Ab InBev	Castle Lite
Ogilvy Cape Town	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
· ·		NFC	NFC
COMMUNITY: SOCIAL CO	OMINIONI ITES		
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Wunderman Thompson South Africa	Vodacom Social Media Command Centre: Staying ahead of the curve	Vodacom	Vodacom Social Media Platforms
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
The Riverbed Agency	Sherlock Homes	Private Property	Property listing website
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
VMLY&R South Africa	Solidarity Fund	Nandos	Mobile App
VMLY&R South Africa	Community Management	Nandos	Mobile App
VMLY&R South Africa	Frenemies	Nandos	Mobile App
The Hardy Boys (A Wunderman Thompson Company)	A Taste Of Mzansi	Unilever	Aromat
King James Group	Bon Bon	Bon Appétit Petfood	Premium Cat Food
King James Group	TymeBank Social Communities	TymeBank	TymeBank
King James Group	inSync with the Stayfree® Sistahood	Johnson and Johnson	Stayfree® menstrual care
King James Group	Sanlam Social Communities	Sanlam	Sanlam
	SER-GENERATED CONTENT		
TBWA\Hunt Lascaris		MTN Group Brand and	
Johannesburg / Grid Worldwide	Wear it for me	Marketing Communications	MTN Group
Mark1, Duke, Positive Dialogue	5 Seconds of Funny	Jive	Cool drinks
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
Joe Public United	Soulful Nation	Chicken Licken	Brand
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Gorilla	The Huletts National Humthem	Huletts	Huletts Sugar
Clockwork Digital (Pty) Ltd	Acer #InstaPitch	Acer	Acer
The Hardy Boys	Share Your Mess	Cleanipedia	Cleanipedia Website
Retroviral and 10th Street and Webfluential	My Body (Stand up)	1st for women	1st for women
COMMUNITY: SOCIAL M	EDIA CAMPAIGNS		
Retroviral and Panther			
Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly
Machine_	Chivas Business Unusual	Pernod Ricard SA	Chivas Regal
TBWA\Hunt Lascaris Johannesburg / Grid Worldwide	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
TBWA Hunt Lascaris South Africa	Remake 32-12	MTN South Africa	RWC Anniversary
Promise	the \$3 000 000 call	Ab InBev	Castle Lite
The Riverbed Agency	Passengers	Aware.org	Alcohol responsibility and education
The Riverbed Agency	Sherlock Homes	Private Property	Property listing platform
Showmax	Somizi & Mohale: The Union	Showmax	Somizi & Mohale: The Union reality series
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
King James Group	The Olympian	Sanlam	Sanlam
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
Wunderman South Africa	SA's Hidden Heroes	Vodacom	Vodacom Summer
Ogilvy South Africa	Champion Challenge	Ab InBev	Carling Black Label
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
. ang carried Group	2. Salining of One Day	009.0	

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Gorilla	The Huletts National Humthem	Huletts	Huletts Sugar
Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Digitas Liquorice	Dinner in Dark	Unilever	Hellmann's Mayonnaise
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
COMMUNITY: ONLINE VI	DEO CHANNELS		
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
COMMUNITY: INFLUNCE	R MARKETING		
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Ogilvy South Africa	#NoExcuse RenewAl	Ab InBev	Carling Black Label
VMLY&R South Africa	I'm Perfection	Edgars Beauty	Cosmetics
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19
The Hardy Boys	Share Your Mess	Cleanipedia	Cleanipedia Website
King James Group	inSync with the Stayfree® Sistahood	Johnson and Johnson	Stayfree® menstrual care
COMMUNITY: SOCIAL M	EDIA INNOVATION		
Hellosquare	Celebrate Everything	Tiger Brands	Tinkies
The Riverbed Agency	Passengers	Aware.org	Alcohol awareness and education
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
Clockwork Digital (Pty) Ltd	Acer#InstaPitch	Acer	Acer
Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Ogilw South Africa	KFC Buckarapa	KFC	KFC
CRAFT: MARKETING CO	'		<u> </u>
OneDayOnly	Was it something we said?	OneDayOnly	Daily Deals e-commerce write-ups
Joe Public United	Soulful Nation	Chicken Licken	Brand
Joe Public United	The Hungry Poet	Chicken Licken	Brand
VMLY&R South Africa	Community Management	Nandos	Mobile App
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
		Rape Crisis Cape Town	·
Ogilvy South Africa	Rape Page	Trust	Rape Crisis
Ogilvy South Africa	The Drive to Defy Campaign - Kitty	Volkswagen South Africa	T-ROC
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
CRAFT: NEWS OR FEAT			
24.com	The big picture: How SA fumbled securing crucial Covid-19 vaccines	News24	Investigation
24.com	ANALYSIS SA's toxic triad invades Senekal: Rampant violence, broken justice, cynical politics	News24	Analysis
24.com	Norma Gigaba and Nompumelelo Ntuli-Zuma: A tale of two wives	News24	Feature article
24.com	Tammy Petersen: Body of work reporting on Exodus: Uncovering a cult in KwaZulu-Natal	News24	News24
CRAFT: INTERFACE DES	IIGN		
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
Studio Malvah PTYLTD	Studio Malvah Digital Showcase	Studio Malvah	Studio Malvah Digital Showcase
	_	Parsons Branding	
MakeReign	Parsons Branding Website	i aisoiis Dialiuliy	Brand Strategy & Design Studio
	DING & TECH INNOVATION Cold Tracker	Ab InBev	Castle Lite
Promise INJOZI	Feed Their Craving	Ab inBev Chicken Licken	
	reed men craving	Chicken Licken	Chicken Licken Hotwings®
CRAFT: STRATEGY	Cronditals I Inchast - d	Dunlan Times CA	Dunlan Times CA
FCB Durban	Grandtrek Uncharted	Dunlop Tyres SA	Dunlop Tyres SA
Ogilvy South Africa	#NoExcuse RenewAll	Ab InBev	Carling Black Label
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
CRAFT: UX		la	
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
MakeReign	The new shelflife.co.za	Shelflife	Streetwear Retailer
MakeReign	Parsons Branding Website	Parsons Branding	Brand Strategy & Design Studio
CRAFT: ONLINE VIDEO F	PRODUCTION		

Datroviral and Danther				
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly	
Joe Public United	Everyone Is Talking About it	Chicken Licken	Easybucks®	
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg	
King James Group	The Olympian	Sanlam	Sanlam	
HelloFCB+	How are you?	City of Cape Town	Mental Health	
Ogilvy South Africa	The Drive to Defy Campaign - Kitty	Volkswagen South Africa	T-ROC	
Ogilvy South Africa	The Drive to Defy Campaign - Mandisa	Volkswagen South Africa	T-ROC	
CRAFT: SOCIAL MEDIA	COMMUNITY MANAGEMENT			
VMLY&R South Africa	Community Management	Nandos	Mobile App	
HelloFCB+	Bouquets for Bros	Netflorist	Flowers	
CRAFT: DIGITAL MEDIA				
HelloFCB+	Bouquets for Bros	Netflorist	Flowers	
HelloFCB+	My Covid-19 Diary	City of Cape Town	Covid-19	
Rogerwilco & Metamedia	Test & Learn	Nestle	Nescafe Dolce Gusto	
CRAFT: USE OF SOUND				
Joe Public United	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)	South African National Blood Service (SANBS)	
VMLY&R South Africa	Soundscapes	WWF	Stewardship and Conservation Projects	
CRAFT: DIGITAL CONTE	NT MARKETING			
Retroviral and Panther Punch	My Kreepy Teacher	Kreepy Krauly	Kreepy Krauly	
24.com	See the Bigger Picture with Nedbank	Nedbank	Nedbank Business Banking	
John Brown South Africa			-	
(Pty) Ltd John Brown South Africa	Capitec Move!	Capitec	Capitec Move	
(Pty) Ltd	SME Survival Guide	Old Mutual Corporate	Old Mutual Corporate SME nine yards	
Digitas Liquorice	Bigger Picture Business Banking	Nedbank	Business Banking	
Wunderman Thompson South Africa	Turning data 'whys' into #Datawyze through content marketing	Vodacom	Vodacom Social Media Platforms	
EMERGING DIGITAL TECHNOLOGIES & CHANNELS: VIRTUAL REALITY (VR) & AUGMENTED REALITY (AR)				
ENERGING DIGITAL TEC	HNOLOGIES & CHANNELS: VIRTUAL REALITY	r (VR) & AUGIVIENTED RI	EALITY (AR)	
Joe Public United	The Abused News	People Opposing Women Abuse (POWA)		
		People Opposing Women		
Joe Public United Aegis Media Central Services (Pty) Ltd	The Abused News	People Opposing Women Abuse (POWA) Absa	Brand	
Joe Public United Aegis Media Central Services (Pty) Ltd	The Abused News Absa Snapchat Augmented Reality Game	People Opposing Women Abuse (POWA) Absa	Brand	
Joe Public United Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise	The Abused News Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker	People Opposing Women Abuse (POWA) Absa NGS Ab InBev	Brand Transactional Banking	
Joe Public United Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC	The Abused News Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THE Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN	People Opposing Women Abuse (POWA) Absa NGS Ab InBev CAMPAIGN	Brand Transactional Banking Castle Lite	
Joe Public United Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy	The Abused News Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode	People Opposing Women Abuse (POWA) Absa NGS Ab InBev	Brand Transactional Banking	
Joe Public United Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C	The Abused News Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES	People Opposing Women Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank	Brand Transactional Banking Castle Lite Nedbank Cup Fanmode	
Joe Public United Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive	The Abused News Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THE Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website	People Opposing Women Abuse (POWA) Absa NGS Ab InBev CAMPAIGN	Brand Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution	
Joe Public United Aegis Media Central Services (Pty) Ltd EMERGING DIGITAL TEC Promise EMERGING DIGITAL TEC Levergy PLATFORMS: BRAND, C So Interactive Ogilvy South Africa	The Abused News Absa Snapchat Augmented Reality Game CHNOLOGIES & CHANNELS: INTERNET OF THI Cold Tracker CHNOLOGIES & CHANNELS: SECOND SCREEN Nedbank Cup Fanmode OMMERCIAL & RETAIL WEBSITES HOMi Website KFC Masala Crunch	People Opposing Women Abuse (POWA) Absa NGS Ab InBev CAMPAIGN Nedbank HOMi KFC	Brand Transactional Banking Castle Lite Nedbank Cup Fanmode Home Rental Management Solution KFC Masala Crunch	
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