

# All the finalists

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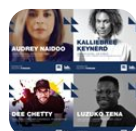
21 Jun 2021

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.



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. The Bookmark Awards sets the benchmark for tech, digital and leading edge innovation. The award-winning work inspires and educates the industry about the power to build brands through creative and high impact digital executions that deliver measurable results.

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	MyKreepy 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
<b>CAMPAIGN: DIGITAL INTEGRATED CAMPAIGN</b>			
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
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
<b>CAMPAIGN: MOBILE CAMPAIGN</b>			
Hellosquare	Celebrate Everything	Tiger Brands	Tinkies
Vodacom	ShakeOff2020	Vodacom	ShakeOff2020
<b>CAMPAIGN: BEST USE OF DATA</b>			
Promise	Cold Tracker	Ab InBev	Castle Lite
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Ogilvy South Africa	The Sabbatical	Volkswagen South Africa	Touareg
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
Rogerwilco	Sales Funnel Optimisation	iWYZE	Insurance
<b>CAMPAIGN: INTEGRATED MIXED MEDIA CAMPAIGN</b>			
Mark1, Duke, Positive Dialogue	Dala Your Colour	Jive	Cool drinks
TBWA\Hunt Lascaris Johannesburg \ Grid Worldwide	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
TBWA\Hunt Lascaris Johannesburg	Make Time	1000 Women Trust	Cover up Krissy Doll
The Riverbed Agency	Passengers	Aware.org	Alcohol responsibility and education
Ogilvy South Africa	#NoExcuse RenewAll	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
<b>CAMPAIGN: BREAK THROUGH ON A BUDGET</b>			
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
<b>CAMPAIGN: BRANDED CONTENT</b>			
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 SEARCH MARKETING			
NP Digital	MWay Car Insurance Organic Campaign	MWay	MWay 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 ADVERTISING			
Mark1	Diski Like a Legend	Mondelez	Cadbury
Promise	Cold Tracker	Ab InBev	Castle Lite
Saatchi & Saatchi South Africa	Lockdown Whopper	Burger King	Brand
365 Digital Media Pty Ltd	Hold My hunter - Super Billboard	Hunters	Red Apple
M&C Saatchi Connect	ENCOURAGING PEOPLE TO SELF-GIFT THE CARS THEY'VE ALWAYS WANTED	Toyota	Automark
CHANNEL: NATIVE ADVERTISING			
24.com	KZN Has It All - Believe It!	Tourism KZN	Visit KwaZulu-Natal
CHANNEL: ONLINE VIDEO 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
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
VMLY&R South Africa	Starts with Hello	Hollard	Insurance
CHANNEL: CONTENT MARKETING STRATEGY			
John Brown South Africa (Pty) Ltd	Capitec Move	Capitec	Capitec Move
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
John Brown South Africa (Pty) Ltd	SME Survival Guide	Old Mutual Corporate	Old Mutual Corporate SME   nine yards
VMLY&R South Africa	I'm Perfection	Edgars Beauty	Cosmetics
Wunderman Thompson South Africa	Turning data 'whys' into #Datawyzę	Vodacom	Vodacom Social Media Platforms
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
King James Group	The Olympian	Sanlam	Sanlam
CHANNEL: SOCIAL PAID ADVERTISING			
Machine_	#DryJanuarywith Heineken	Heineken South Africa	Heineken 0.0
Promise	Easter Egg Creds	Ab InBev	Castle Lite
Incubeta	The Hyundai Micro-moment, Always on Strategy.	Hyundai	Vehicles
Mark1, Duke, Positive Dialogue	5 Seconds of Funny	Jive	Cool drinks
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
VMLY&R South Africa	Community Management	Nandos	Mobile App
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
Digitas Liquorice	Dinner in Dark	Unilever	Hellmann's Mayonnaise
M&C Saatchi Abel	GMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMIC	RCL Foods	Bobtail
CHANNEL: INNOVATIVE USE OF MEDIA			
FCB Durban	Grandtrek Uncharted	Dunlop Tyres SA	Dunlop Tyres SA
Promise	Cold Tracker	Ab InBev	Castle Lite
Promise	Easter Egg Creds	Ab InBev	Castle Lite

Ogilvy South Africa	Rape Page	Rape Crisis Cape Town Trust	Rape Crisis
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	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	MyBody (Stand up)	1st for women	1st for women
<b>CHANNEL: EMAIL, DIRECT, INBOUND MARKETING</b>			
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	Microsoft	Xbox
<b>CHANNEL: DIGITAL INSTALLATIONS</b>			
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
Mark1, Duke, Positive Dialogue	Dala Your Colour	Jive	Cool drinks
<b>CHANNEL: ONLINE VIDEO</b>			
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	Visit 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 South Africa	iGrootman	BMW	330is Edition
King James Group	Wet Paint	AB InBev	Stella Artois Premium Beer
<b>CHANNEL: USE OF CRM, LOYALTY &amp; GAMIFICATION</b>			
Machine_	Sanlam Reality Lockdown Loyalty Programme	Sanlam Group	Sanlam Reality
Clockwork Digital (Pty) Ltd	Xbox Hall of Fame	Microsoft	Xbox
Digitas Liquorice	Hygienica	Unilever	Bright Future
<b>CHANNEL: CHANNEL INNOVATION</b>			
Joe Public United	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)	South African National Blood Service (SANBS)
Joe Public United	The Abused News	People Opposing Women Abuse (POWA)	Brand
Promise	Cold Tracker	Ab InBev	Castle Lite
Promise	Easter Egg Creds	Ab InBev	Castle Lite
Digitas Liquorice	Bigger Picture Business Banking	Nedbank	Business Banking
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
Silverstone Solutions	Ster Kinekor Rate My Vibe	Ster Kinekor	Ster Kinekor
<b>CHANNEL: CAMPAIGN / MICROSITES</b>			
Joe Public United	Everyone Is Talking About it	Chicken Licken	Easybucks®
Digitas Liquorice	Hygienica	Unilever	Bright Future
<b>CHANNEL: BOTS, MESSAGING AND DARK SOCIAL</b>			
TBWA \ Hunt Lascaris South Africa	Kaito by Nissan Chatbot	Nissan South Africa	RWC Anniversary
Ogilvy South Africa	#NoExcuse The Bravest Thing	Ab InBev	Carling Black Label
<b>CHANNEL: PODCASTS AND AUDIO STREAMING</b>			
FCB Durban	Are we there yet?	Dunlop Tyres SA	Dunlop Tyres SA
Joe Public United	A Few Minutes is Worth a Lifetime	South African National Blood Service (SANBS)	South African National Blood Service (SANBS)
The Riverbed Agency	Passengers	Aware.org	Alcohol responsibility and education
VMLY&R South Africa	Soundscapes	WWF	Stewardship and Conservation Projects
King James Group	Dreaming of One Day	Wesgro	Western Cape Tourism
<b>CHANNEL: INTERACTIVE MIXED MEDIA</b>			

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
<b>COMMUNITY: SOCIAL COMMUNITIES</b>			
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
<b>COMMUNITY: USE OF USER-GENERATED CONTENT</b>			
TBWA\Hunt Lascaris Johannesburg / Grid Worldwide	Wear it for me	MTN Group Brand and 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 Webfluentia	My Body (Stand up)	1st for women	1st for women
<b>COMMUNITY: SOCIAL MEDIA CAMPAIGNS</b>			
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 & Mhale: The Union	Showmax	Somizi & Mhale: 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

Gorilla	The Hulett's National Humthem	Hulett's	Hulett's 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
<b>COMMUNITY: ONLINE VIDEO CHANNELS</b>			
Ogilvy South Africa	The Drive to Defy Campaign	Volkswagen South Africa	T-ROC
<b>COMMUNITY: INFLUNCER MARKETING</b>			
TBWA\Hunt Lascaris Johannesburg	Wear it for me	MTN Group Brand and Marketing Communications	MTN Group
Ogilvy South Africa	#NoExcuse RenewAll	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
<b>COMMUNITY: SOCIAL MEDIA INNOVATION</b>			
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
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
<b>CRAFT: MARKETING COPYWRITING</b>			
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
Ogilvy South Africa	Rape Page	Rape Crisis Cape Town 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
<b>CRAFT: NEWS OR FEATURE WRITING</b>			
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
<b>CRAFT: INTERFACE DESIGN</b>			
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
Studio Malvah PTY LTD	Studio Malvah Digital Showcase	Studio Malvah	Studio Malvah Digital Showcase
MakeReign	Parsons Branding Website	Parsons Branding	Brand Strategy & Design Studio
<b>CRAFT: SOFTWARE, CODING &amp; TECH INNOVATION</b>			
Promise	Cold Tracker	Ab InBev	Castle Lite
INJOZI	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
<b>CRAFT: STRATEGY</b>			
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
<b>CRAFT: UX</b>			
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
<b>CRAFT: ONLINE VIDEO PRODUCTION</b>			



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
<b>CRAFT: SOCIAL MEDIA COMMUNITY MANAGEMENT</b>			
VMLY&R South Africa	Community Management	Nandos	Mobile App
HelloFCB+	Bouquets for Bros	Netflorist	Flowers
<b>CRAFT: DIGITAL MEDIA</b>			
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
<b>CRAFT: USE OF SOUND</b>			
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
<b>CRAFT: DIGITAL CONTENT MARKETING</b>			
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	Capitec Move!	Capitec	Capitec Move
John Brown South Africa (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
<b>EMERGING DIGITAL TECHNOLOGIES &amp; CHANNELS: VIRTUAL REALITY (VR) &amp; AUGMENTED REALITY (AR)</b>			
Joe Public United	The Abused News	People Opposing Women Abuse (POWA)	Brand
Aegis Media Central Services (Pty) Ltd	Absa Snapchat Augmented Reality Game	Absa	Transactional Banking
<b>EMERGING DIGITAL TECHNOLOGIES &amp; CHANNELS: INTERNET OF THINGS</b>			
Promise	Cold Tracker	Ab InBev	Castle Lite
<b>EMERGING DIGITAL TECHNOLOGIES &amp; CHANNELS: SECOND SCREEN CAMPAIGN</b>			
Levergy	Nedbank Cup Fanmode	Nedbank	Nedbank Cup Fanmode
<b>PLATFORMS: BRAND, COMMERCIAL &amp; RETAIL WEBSITES</b>			
So Interactive	HOMi Website	HOMi	Home Rental Management Solution
Ogilvy South Africa	KFC Masala Crunch	KFC	KFC Masala Crunch
MakeReign	Parsons Branding Website	Parsons Branding	Branding Design Studio
<b>PLATFORMS: E-COMMERCE SITES</b>			
OneDayOnly	OneDayOnly. The best deals today, and every other day.	OneDayOnly	Daily Deals e-commerce platform
MakeReign	The new shelflife.co.za	Shelflife	Streetwear Store
<b>PLATFORMS: PUBLIC SERVICE &amp; NPO PLATFORMS</b>			
TBWA\Hunt Lascaris South Africa	Make Time	1000 Women Trust	Cover up Krissy Doll
<b>PLATFORMS: WEB APPS</b>			
Social Places	Multi-Location Marketing Technology	Social Places	Marketing Tech Platform
<b>PLATFORMS: MOBILE APPS</b>			
So Interactive	HOMi App	HOMi	Home Rental Management Solution
Naked	Naked App	Naked	Naked App
Promise and Fell+Co.	A Story of Courage	Rand Merchant Bank	Rowing South Africa Sponsorship
Guerilla	AmaMeme - Mzansi's Freshest Memes by DSTV	DSTV	AmaMeme
<b>PLATFORMS: GAMES</b>			
INJOZI & Joe Public United	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®

Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Digitas Liquorice	Hygienica	Unilever	Bright Future
<b>PLATFORMS: PLATFORM INNOVATION</b>			
Machine_	Sanlam Connect StoryStackr	Sanlam Group	Sanlam Internal Communications
Promise	Cold Tracker	Ab InBev	Castle Lite
INJOZI & Joe Public United	Feed Their Craving	Chicken Licken	Chicken Licken Hotwings®
Guerilla	AmaMeme - Mzansi's Freshest Memes by DStv	DStv	AmaMeme platform
Shoprite Checkers PTY LTD	Checkers Sixty60 - In-store shopper app	Checkers Sixty60	Checkers Sixty60 in-store shopper app
Levergy	Nedbank Cup Fanmode	Nedbank	Nedbank Cup Fanmode
Ogilvy South Africa	KFC Instagame	KFC	KFC Nuggets
Ogilvy South Africa	KFC Buckarapa	KFC	KFC
<b>PLATFORMS: EMPLOYEE EXPERIENCE PLATFORM</b>			
Machine_	Sanlam Internal Communications	Sanlam Group	Sanlam Internal Communications
Bluegrass Digital	Bio-Oil Internal Brand Communication Platform	Union Swiss	Bio-Oil
Bluegrass Digital	B2B Mobile App Brand Community Platform	Union Swiss	Bio-Oil
<b>PLATFORMS: CUSTOMER EXPERIENCE DESIGN</b>			
So Interactive	HOMi App	HOMi	Home Rental Management Solution
Promise	Cold Tracker	Ab InBev	Castle Lite
Shoprite Checkers PTY LTD	Checkers Sixty60 - 60 minute grocery delivery app	Checkers Sixty60	Checkers Sixty60
<b>PUBLISHING: PUBLISHER SITES</b>			
24.com	News24	News24	News24
New Media	Vodacom now! blog	Vodacom	vodacom
<b>PUBLISHING: SPECIALIST PUBLISHER SITES</b>			
24.com	We Remember	News24	Covid-19: We Remember by News24
24.com	Exodus   Uncovering a cult in KwaZulu-Natal	News24	Exodus: A News24 specialist website
<b>PUBLISHING: MOBILE CONTENT</b>			
24.com	News24: Covid-19 Dashboard	News24	News24: Covid-19 Dashboard
24.com	Killing Kinnear	News24	News24 investigation
24.com	News24 Mobile	News24	News24
<b>PUBLISHING: ELECTRONIC NEWSLETTERS</b>			
24.com	Friday Briefing	News24	Weekly newsletter published every Friday.
New Media	Vodacom now! Blog	Vodacom	Vodacom
<b>PUBLISHING: DATA STORIES</b>			
24.com	News24: Covid-19 Dashboard	News24	A single-page resource for the latest available, official Covid-19 information for South Africa.
Netwerk24	Covid-19 Dashboard - Netwerk24	Netwerk24	Dashboard of all the latest Covid-19 statistics
<b>PUBLISHING: ONLINE NEWS VIDEO</b>			
24.com	DOCUMENTARY   Exodus: Uncovering a cult in KwaZulu-Natal	News24	News24 documentary
24.com	News24 Video	News24	News24 Video
Arena Holdings (Pty) Ltd	Table Mountain Killer'	TimesLIVE	How the 'Table Mountain Killer' operated and how he was caught
Primedia Broadcasting	The first month of coronavirus in SA	Eyewitness News	The first month of coronavirus in SA
Primedia Broadcasting	The Brendin Horner story – Senekal	Eyewitness News	The Brendin Horner story – Senekal
<b>PUBLISHING: LIVE EVENT COVERAGE</b>			
24.com	News24 coronavirus live update	News24	News24 live update
24.com	News24 protest action live update	News24	News24 live update
24.com	Covid-19 briefings: Up-to-date information, analysis, and insight	News24	News24
<b>PUBLISHING: PODCASTS &amp; AUDIO STREAMING</b>			
24.com	Missing Matthew	News24	News24 podcast
24.com	Exodus   Uncovering a cult in KwaZulu-Natal	News24	News24 podcast
Arena Holdings (Pty) Ltd	Boots on the Ground	TimesLIVE	Boots on the Ground podcast series
Primedia Broadcasting	The Broken Rainbow	Eyewitness News	Eyewitness News podcast
<b>PUBLISHING: NEWS INNOVATION</b>			
24.com	Killing Kinnear	News24	News24 investigation
Arena Holdings (Pty) Ltd	Tales from Begaja	TimesLIVE	Tales from Begaja



24.com	News24: The voice behind the news	News24	News24 for subscribers
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