

All the Bookmark Awards 2022 winners!

Ogilvy and its client, VW, took top honours at the IAB South Africa's Bookmark Awards, which, after two years of virtual events, announced its winners in person at a prestigious event on 28 July.



Image by Danette Breitenbach: Ogilvy South Africa at the annual Bookmark Awards

Under the banner of 'togetherness', creatives, thought leaders and industry stakeholders gathered for a night of glitz, glam and awards celebrating digital excellence in the advertising and marketing industry.

"We've been through a lot these past two years. We were faced with many challenges — at home, in our businesses and beyond. Despite it all, we pushed through," IAB SA CEO Razia Pillay said at the awards. She went on to detail how the Bookmark Awards is a reflection of how the industry addressed those challenges — "with creativity, innovation and resilience. And it is these qualities that have enabled our industry and the businesses they serve to thrive in a digital economy. You should be incredibly proud of yourselves."



2022 Bookmark Awards live event to celebrate the power of togetherness

27 Jun 2022



"We are extremely grateful to the creatives in this industry for the work they do. This year's winning entries were a testament to how the digital advertising and marketing industry is able to achieve business goals and create an impact — both within the sector and across the broader South African landscape," adds Pillay.

“Thank you to all the entrants and winners for helping the Bookmarks continue to benchmark digital excellence.”

Winners of the 14th annual Bookmark Awards were announced in the following categories:

Special Honours Awards

Digital Agency of the Year: Ogilvy
Best Digital Brand: Volkswagen South Africa
Best Online Publisher: 24.com
Best Digital Student: Bronwyn Jenkinson, Joshua Matseke, Mariam Mohamed, Tanna Teixeira and Gabriella Capazorio for Vega: ZamBuk Commission

Platforms

Award	Company	Title	Brand	Product
Brand, Commercial and Retail Websites				
Silver	MakeReign	#WeDeserveBettr	Bettr	Digital banking platform
Public Service & NPO Platforms				
Silver	Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Mobile Applications				
Bronze	King James Group (part of Accenture Song)	Savings Jar	Sanlam	Sanlam: Savings Month
Bronze	MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech
Mobile Websites				
Bronze	MakeReign	One For All, and 1ForYou	1ForYou	Cash and payment vouchers
Gold	TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
Games				
Silver	INJOZI Design CC	GTI 8 On Tour	Volkswagen	VW GTI 8
Platform Innovation				
Bronze	Joe Public United	#EatWithIt	AB InBev	Flying Fish flavoured beer
Bronze	Ogilvy	Sounds of iDiski	MultiChoice DStv	DStv Compact
Silver	Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Silver	King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
Customer Experience Design				
Bronze	MakeReign	Delivering the future of frictionless finance	Rho	Cash- and spend-management SaaS
Silver	MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech

Communities

Award	Company	Title	Brand	Product
Social Communities				
Silver	King James Group (part of Accenture Song)	Sanlam Social Communities	Sanlam	Sanlam
Silver	FCB Joburg	#ToyotaStories	Toyota South Africa Motors	Toyota
Silver	VMLY&R South Africa	Voice of the People	Nando's	Food/Restaurants/Fast food
Gold	King James Group (part of Accenture Song)	Tymebank Social Communities	Tymebank	Tymebank

<i>Use of User-Generated Content</i>				
Bronze	VMLY&R South Africa	NXT LVL	Vodacom	Telecommunications
Bronze	Ogilvy	Mswenko	Volkswagen South Africa	Polo Vivo
Silver	FCB Joburg	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
Silver	Ogilvy	In Our Own Words	Mondelēz	Cadbury
<i>Social Media Campaigns</i>				
Bronze	Grey/WPP Liquid	The People vs Savanna Cider	Distell	Savanna Cider
Bronze	King James Group (part of Accenture Song)	The Neverending Tourists	Wesgro	Cape Town and the Western Cape
Bronze	King James Group (part of Accenture Song)	Save What Matters	TymeBank	GoalSave
Bronze	Promise	Lulu	AB InBev	Castle Lite
Silver	FCB Joburg	#ToyotaStories	Toyota South Africa Motors	Toyota
Silver	FCB Joburg	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
Silver	8909	#ILoveEatingRussians	Eskort	Eskort Food
Silver	Promise	Lulu	AB InBev	Castle Lite
Gold	King James Group (part of Accenture Song)	Confidence Coach	Sanlam	Brand
Gold	Ogilvy	Game On	Volkswagen South Africa	Polo
<i>Influencer Marketing</i>				
Silver	FCB Joburg	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola

Channels

Award	Company	Title	Brand	Product
<i>Online Video Series</i>				
Bronze	HelloFCB+	One Voice	Western Cape Government	Gender-based violence
Bronze	FCB Joburg	Toyota Genuine Fam	Toyota South Africa Motors	Genuine
Silver	VMLY&R South Africa	Big Ads for Small Business	Hollard	Insurance
Gold	8909	Who Got Chowd on Twitter	Eskort	Eskort Food
Gold	Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
<i>Social Paid Advertising</i>				
Bronze	8909	#ILoveEatingRussians	Eskort	Eskort Food
Silver	Grey South Africa	The People vs Savanna Cider	Distell	Savanna Cider
<i>Innovative Use of Media</i>				
Bronze	Flume Digital Marketing & PR	Woolworths Father's Day 2021	Woolworths	Father's Day gifts
Silver	King James Group (part of Accenture Song)	Pizza Hunt	Pizza Hut	Pizza Hut Chicken Pops Pizza
<i>Email, Direct & Inbound Marketing</i>				
Bronze	Ogilvy	Sounds of iDiski	MultiChoice DStv	DStv Compact
<i>Digital Installations & Activations</i>				
Bronze	Mark1 Media and Consulting	#YouBelongToCelebrate	Brutal Fruit	620 ml Grand Luxe
<i>Channel Innovation</i>				
Bronze	Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Silver	TBWA Hunt Lascaris Johannesburg	Made with your playlist	Nissan	Navara
<i>Bots, Messaging & Dark Social</i>				
Bronze	Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Silver	Mindshare South Africa and Wunderman Thompson South Africa	Ford x AdLingo Chat Bot	Ford Motor Company	Ford Ranger
<i>Interactive Mixed Media</i>				
Gold	FCB Joburg	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola

Emerging Digital Technology and Channels

Award	Company	Title	Brand	Product
Virtual Reality and Augmented Reality				
Silver	King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
Silver	Grid Worldwide	IntARview	Absa	IntARview
Silver	FCB Joburg	Corolla Cross AR Viewer	Toyota South Africa Motors	Corolla Cross
Artificial Intelligence				
Bronze	MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech
Second Screen Campaign				
Bronze	Machine_	UCL Live Experience	Heineken South Africa	Heineken

Publishing

Award	Company	Title	Brand	Product
Specialist Publisher Sites				
Silver	<i>Daily Maverick</i>	Our Burning Planet	<i>Daily Maverick</i>	Climate crisis journalism
Social Media & Content Campaigns				
Bronze	Arena Holdings	TikTok channel	<i>TimesLIVE</i> Video	Social Media Channel
Video Content & Campaigns				
Bronze	24.com	Visual Investigation: Blood Brothers	<i>News24</i>	Visual investigation
Bronze	Arena Holdings	The Exclusive Story of Lindani Myeni	<i>TimesLIVE</i> Video	News video
Silver	Arena Holdings	Catching Rosemary Ndlovu: The Killer Cop	<i>TimesLIVE</i> Video	News video
Live Event Content				
Bronze	24.com	<i>News24</i> July Unrest Live Coverage	<i>News24</i>	<i>News24</i> July Unrest Live Coverage
Audio Content & Campaigns				
Silver	24.com	Inge Lotz Miscarriage of Justice	<i>News24</i>	Podcast
Gold	24.com	My Only Story: Back to school	<i>News24</i>	Podcast
Publisher Innovation				
Silver	<i>Network24</i>	<i>Network24</i> Text-to-speech: A world-first for Afrikaans	<i>Network24</i>	<i>Network24</i>
Publisher Brand-Building Campaigns				
Bronze	<i>Daily Maverick</i>	<i>Daily Maverick</i> Live Journalism Webinars	<i>Daily Maverick</i>	Webinars
Bronze	Primedia Broadcasting	Unlocking The Cape's Best Small Business In Lockdown	Primedia Broadcasting	Kfm Best of the Cape

Campaign

Award	Company	Title	Brand	Product
Digital Integrated Campaign				
Gold	Ogilvy	Game On	Volkswagen South Africa	Polo
Best Use of Data				
Silver	Hellosquare	Facebook Flavoured Tinkies	Tiger Brands	Tinkies
Silver	Ogilvy	Carling Cup. Your Game. Your Way.	AB InBev	Carling Black Label
Gold	8909	#ILoveEatingRussians	Eskort	Eskort Food
Breakthrough On A Budget				
Bronze	Retroviral and Panther Punch	The Sixty60 Swindler	Checkers Sixty60	Checkers Sixty60
Branded Content				
Bronze	Retroviral and Panther Punch	The Sixty60 Swindler	Checkers Sixty60	Checkers Sixty60

Craft Awards

Award	Company	Title	Brand	Product
Craft – Interface Design				
Bronze	MakeReign	Smashing New Website For Smashbrand	Smashbrand	Branding agency
Bronze	MakeReign	#WeDeserveBettr	Bettr	Digital banking platform
Bronze	MakeReign	Colossal site for Tyrannosaurus Tech	Tyrannosaurus Tech	Development agency
Bronze	MakeReign	One For All, And 1ForYou	1ForYou	Cash and payment vouchers

Silver	INJOZI Design CC	GTI 8 On Tour	Volkswagen	VW GTI 8
Craft – Software, Coding & Technical Innovation				
Bronze	TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Silver	Digify Africa	The DigiBot – The First WhatsApp Learning Platform For Scale & Impact	Meta	The DigiBot
Gold	King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
Craft – Strategy				
Silver	Ogilvy	Game On	Volkswagen South Africa	Polo
Craft – UX				
Bronze	MakeReign	Smashing New Website For Smashbrand	Smashbrand	Branding agency
Bronze	Byte Orbit	Shyft Shares	Standard Bank	Mobile application
Bronze	MakeReign	Making trader's lives easier	Flash Mobile	Virtual products point of sales
Bronze	MakeReign	New, Improved Pineapple Insurance	Pineapple Insurance	Insuretech
Silver	INJOZI Design CC	GTI 8 On Tour	Volkswagen	VW GTI 8
Silver	MakeReign	One For All, And 1ForYou	1ForYou	Cash and payment vouchers
Craft – Online Video Production				
Silver	Ogilvy	Game On	Volkswagen South Africa	Polo
Craft – Social Media Community Management				
Silver	VMLY&R South Africa	Voice of the People	Nando's	Food/Restaurants/Fast food
Craft – Digital Media				
Silver	Digitas Liquorice JHB	Nedbank CIB brand – We're Not Green For Nothing	Nedbank	CIB
Craft – Use of Sound				
Bronze	FCB Joburg	The Coca-Cola Beatcan Campaign	Coca-Cola Company South Africa	Coca-Cola
Craft – Interactive Design				
Silver	King James Group (part of Accenture Song)	Savings Jar	Sanlam	Savings Month
Gold	Ogilvy	Game On	Volkswagen South Africa	Polo
Excellence in Voice Experience Design				
Bronze	TBWA Hunt Lascaris Johannesburg	Shwii by Nissan	Nissan South Africa	Shwii by Nissan
Digital Content Marketing				
Bronze	Ogilvy	Game On	Volkswagen South Africa	Polo

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