

# Bookmarks winners showcase growth, vibrancy of SA online media

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Agencies, publishers and individuals that excelled in South Africa's online media landscape were recognised at a glamorous awards ceremony for the Bookmarks held at Brio, Cape Town on 18 November.

A who's who of South Africa's online and media industries gathered to pay tribute to the country's online achievers at this slick event.

The Pixel winners in this year's Bookmarks were chosen from a field of more than 400 entries across 43 categories. They represent a mixture of household names and emerging talents in South Africa's digital landscape.

The Bookmarks awards is the country's platform for recognising excellence in the online space.

"This was the biggest Bookmarks to date - with more categories and entries than ever before. The judges were impressed with the excellent standard of the entries they received this year across all of the categories," says Nikki Cockcroft, chairperson of the Bookmarks awards and deputy-chair of the Digital Media and Marketing Association (DMMA), which organises the awards. "Gold Pixels were awarded in certain publishing categories - testimony to the growth of our industry as well as the rising quality of the work being produced."

The five gold winners in the publisher categories were:

- Specialist Digital Publisher - Miningmx
- Mixed-Media Project - Dstv Online's Big Brother Africa All Stars
- Microsite - Mail & Guardian's Madiba Tribute Site
- Use of Video/Audio: Cambrient - The Digital Edge
- Both Worlds - ZANEWS

Winners in the publisher individuals and teams included:

- Editorial Team: The Daily Maverick
- Digital Advertising Sales team: Habari Media
- Digital Editorial Individual: David McKay - Fin24.com

The winners in the agency categories were:

- Best integrated campaign - Ogilvy Interactive for Goodbye Citi
- Best paid search campaign - Clicks2Customers for EziBuy

The following individual agency awards were given:

- Best Social Media Marketer - Scott Gray of Quirk
- Best Paid Search Marketer - Michele Clark of Clicks2Customers
- Best Display Marketer - Andre Britz - Quirk

The gold awards for best client and best agency were awarded to Pick 'n Pay and Clicks2Customers respectively. Yannick Pian of Red & Yellow was awarded Best Student for the Lucky Star Pilchards website.

The Greatest Individual Contribution to Digital Media & Marketing prize was awarded to Adrian Hewlett (Habari).

For more 2010 Bookmarks awards information, visit [www.thebookmarks.co.za](http://www.thebookmarks.co.za).

The premier sponsors of the 2010 Bookmarks awards are the [BBC](#), [ADTECH](#) and [Facebook](#).

## About the Bookmarks

The Bookmarks, hosted by the Digital Media and Marketing Association, is South Africa's premier digital awards showcase, recognising excellence in digital publishing, advertising and marketing.

Judged by local and international industry figureheads from both the digital publishing and advertising disciplines, the Bookmarks seeks to ensure that in these truly global disciplines, South African digital work is constantly developing and internationally competitive.

For more information on the Bookmarks please contact Theresa Vitale on 011 454 3534 or email her on [tvitale@dmma.co.za](mailto:tvitale@dmma.co.za).

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## BOOKMARKS 2010 WINNERS

Agency Winners			
Best Website			
Bronze	Clickthinking	Don't be a Passenger	
Best e-Commerce Website			
Bronze	Yuppiechef		
Best Campaign / Microsite			
Bronze	Drafftcb Mesh	Nowology	Hosted Services
Bronze	Stonewall+	Hot New Spark	
Silver	Ogilvy Interactive & HelloComputer	Goodbye Citi	
Best Mobile Site			
Bronze		Prezence Digital	Standard Bank Student Loan Application
Silver	Trigger Isobar	Nike Football Mxit Group	
Best Display: Rich Media			
Bronze	Aqua Online	Gautrain	
Silver	Gloo Digital Design	Night Vision	
Silver	Gloo Digital Design	Camera	
Best Paid Search Campaign			
Silver	Clicks2Customers	EziBuy	
Best Social Media Campaign			
Bronze	Clickthinking	I am a Stormer	
Bronze	Gloo Digital Design	Love Birds	
Best Integrated Campaign			
Silver	Ogilvy Interactive	Goodbye Citi	
Silver	Trigger Isobar	Nike Football Integrated Campaign	
Best Online Video			
Bronze	Both Worlds	"Chicken to Change"	
Silver	Clickthinking	Vodacom Couch Call	
Best Viral Campaign			
Silver	Yuppiechef	Woolies Lovebirds Ransom	

Best of Agency Show		
Ogilvy Interactive	Goodbye Citi	Best Integrated
Clicks2Customers	EziBuy	Best Paid Search Campaign

No awards were awarded in the following categories:

- Best Mobile App
- Best Email Marketing Campaign
- Best Mobile Display
- Best Organic Search Campaign
- Best Display Standard Media
- Best Media Plan

Publisher Winners		
Website launch		
Bronze	Creative Spark	memeburn.com
Silver	New Media	Tastemag.co.za
Publishing site		
Bronze	FinMedia24	Fin24.com
Bronze	24.com	Sport24.co.za
Silver	24.com	Food24.com
Silver	24.com	News24.com
Specialist Digital Publisher		
Silver	Creative Spark	memeburn.com
Gold	FinMedia24	Miningmx
Mixed-Media Project		
Bronze	Dstv Online	SuperSport.com
Silver	24.com	News24 Digital News Brand
Gold	Dstv Online	Big Brother Africa All Stars
Mobile Publisher		
Silver	Dstv Online	SuperSport.mobi
Silver	24.com	News24 Mobile
Microsite		
Silver	Mail & Guardian	2010 microsite
Gold	Mail & Guardian	Madiba Tribute Site
Use of Video/Audio (incl. podcasts)		
Gold	Cambrient	The Digital Edge
Gold	Both Worlds	ZANEWS
Blog Award		
Bronze	FinMedia24	Marc Ashton
Silver	Jaundiced Eye Media	thoughtleader.co.za/williamsaundersonmeyer

Individual and Team Awards		
Individual Agency Awards		
Best Social Media Marketer		
Scott Gray	Quirk	
Best Paid Search Marketer		
Michele Clark	Clicks2Customers	
Best Display Marketer		

Andre Britz	Quirk	
<b>Best Student</b>		
Yannick Pian	Red & Yellow	Website for Lucky Star Pilchards

\* No awards in other Individual categories

### Individual and Team Publisher Awards

#### Editorial team

The Daily Maverick

#### Digital Advertising Sales team

Habari Media

#### Digital Editorial Individual

David McKay - Fin24.com

### Best Agency & Best Client

#### Best Client

Pick 'n Pay

#### Best Agency

Clicks2Customers

### Greatest Individual Contribution to Digital Media & Marketing

Adrian Hewlett - Habari

- **Urgent: Shape the future of South African digital marketing** 30 Apr 2024
- **Be part of this year's IAB South Africa Internet Advertising Revenue Report** 1 Mar 2024
- **IAB South Africa Bookmark Awards 2024 early bird entry extension** 28 Feb 2024
- **IAB SA's new white paper: A roadmap for influencer marketing** 21 Feb 2024
- **Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event** 21 Jul 2022

#### IAB South Africa



The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital media and marketing industry within South Africa.

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