

All the finalists

Issued by IAB South Africa

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 | 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 |

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| Digitas Liquorice | Hygienica | Unilever | Bright Future |
|--|----------------------------------|--|--------------------------------------|
| | | OTHEVEL | |
| CAMPAIGN: DIGITAL INT | EGRATED CAMPAIGN | | |
| 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 |
| | KFC Masala Crunch | KFC | KFC Masala Crunch |
| Ogilvy South Africa | | - | |
| Ogilvy South Africa | Whenever, Wherever | KFC | KFC Nuggets |
| CAMPAIGN: MOBILE CAI | | | |
| Hellosquare | Celebrate Everything | Tiger Brands | Tinkies |
| Vodacom | ShakeOff2020 | Vodacom | ShakeOff2020 |
| CAMPAIGN: BEST USE C | OF DATA | | |
| 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 |
| | D MIXED MEDIA CAMPAIGN | | 1 |
| 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 |
| CAMPAIGN: BREAK THR | | | |
| 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 C | | l | l |
| 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 | Search | Checkers Sixty60 | Checkers Sixty60 |
| | | | |
| CHANNEL: ORGANIC SE | | N 6) A (| MM/au Carlinguranas |
| NP Digital Sauce Advertising | MWay Car Insurance Organic Campaign Organic Search Kicks the Competition to the Kerb | MWay Famous Brands | MWay Car Insurance Kerbside Delivery |
| Rogerwilco | Searching Like Crazy | The Crazy Store | Retail |
| Incubeta | Driving Organic Success for Hyundai | Hyundai | Vehicles |
| CHANNEL: DISPLAY AD | | пушиа | venicies |
| | Diski Like a Legend | | |
| Mark1 | | Mondelez | Cadbury |
| Promise | Cold Tracker | Ab InBev | Castle Lite |
| Saatchi & Saatchi South Africa | Lockdown Whopper | Burger King | Brand |
| 365 Digital Media Pty Ltd | Hold Myhunter - Super Billboard | Hunters | Red Apple |
| M&C Saatchi Connect | ENCOURAGING PEOPLE TO SELF-GIFT THE CARS THEY'VE ALWAYS WANTED | Toyota | Automark |
| CHANNEL: NATIVE ADVI | 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 |
| Ogily South Africa | The Drive to Defy Campaign | Volkswagen South Africa | T-ROC |
| 0, | | - | |
| VMLY&R South Africa | Starts with Hello | Hollard | Insurance |
| CHANNEL: CONTENT MA | | 1 | |
| 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 #Datawyze | 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 PAIL | | Canan | Canan |
| Machine | #DryJanuary with Heineken | Heineken South Africa | Heineken 0.0 |
| Promise | Easter Egg Creds | Ab InBev | Castle Lite |
| Incubeta | The Hyundai Mcro-moment, Aways on Strategy. | Hyundai | Vehicles |
| Mark1, Duke, Positive | 5 Seconds of Funny | Jive | Cool drinks |
| Dialogue | | 1 | |
| Ogily South Africa | #NoEvouse The Brayest Thing | Ah InBey | Carling Black Label |
| Ogily South Africa | #NoExcuse The Bravest Thing | Ab InBev Nandos | Carling Black Label |
| VMLY&R South Africa | Community Management | Nandos | Mobile App |
| MLY&R South Africa HelloFCB+ | Community Management Bouquets for Bros | Nandos Netflorist | Mobile App Flowers |
| VMLY&R South Africa | Community Management | Nandos | Mobile App |
| MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel | Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMC | Nandos Netflorist Unilever | Mobile App Flowers Hellmann's Mayonnaise |
| MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel CHANNEL: INNOVATIVE | Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMIC USE OF MEDIA | Nandos Netflorist Unilever RCL Foods | Mobile App Flowers Hellmann's Mayonnaise Bobtail |
| MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel | Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMC | Nandos Netflorist Unilever | Mobile App Flowers Hellmann's Mayonnaise |
| MLY&R South Africa HelloFCB+ Digitas Liquorice M&C Saatchi Abel CHANNEL: INNOVATIVE FCB Durban | Community Management Bouquets for Bros Dinner in Dark GIMNG PRICE SENSITIVE CONSUMERS A REASON TO CHOOSE BOBTAIL DURING A PANDEMC USE OF MEDIA Grandtrek Uncharted | Nandos Netflorist Unilever RCL Foods Dunlop Tyres SA | Mobile App Flowers Hellmann's Mayonnaise Bobtail Dunlop Tyres SA |

| 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 | My Body (Stand up) | 1st for women | 1st for women |
| CHANNEL: EMAIL, DIREC | T, INBOUND MARKETING | | |
| | Email me. | OneDayOnly | Email marketing conversion and entertainment |
| | Personalised value, instantly with Checkers Xtra | | |
| Shonrite Checkers | Savings | Checkers Xtra Savings | Offers for You |
| Clockwork Digital (Pty) Ltd | Xbox Hall of Fame | Microsoft | Xbox |
| CHANNEL: DIGITAL INST | ALLATIONS | | L |
| Ogily South Africa | KFC Buckarapa | KFC | KEC |
| Mark1 Duke Positive | Dala Your Colour | Jive | Cool drinks |
| CHANNEL: ONLINE VIDEO | 0 | | L |
| Retroviral and Panther | | | |
| Punch | My Kreepy Teacher | Kreepy Krauly Chicken Licken | Kreepy Krauly Easybucks® |
| | Kentucky | | • |
| | Everyone Is Talking About it | Chicken Licken | Easybucks® |
| | Soulful Nation | Chicken Licken | Brand |
| | They Walked So We Could Run | Converse | Brand |
| | The Sabbatical | Volkswagen South Africa | Touareg |
| | The Olympian | Sanlam | Sanlam |
| - · | We're Open | Wesgro | Msit Cape Town and the Western Cape |
| | The Simple Song | Supersonic | Internet Service Provider |
| | 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 |
| CHANNEL: USE OF CRM, | LOYALTY & GAMIFICATION | | |
| 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 |
| CHANNEL: CHANNEL INN | IOVATION | | |
| | A Few Mnutes is Worth a Lifetime | South African National Blood Service (SANBS) | South African National Blood Service (SANBS) |
| | | 2.000 00 | |
| Joe Public United | The Abused News | People Opposing Women Abuse (POWA) | Brand |
| | The Abused News Cold Tracker | People Opposing Women | Brand Castle Lite |
| Promise | | People Opposing Women Abuse (POWA) | |
| Promise Promise | Cold Tracker | People Opposing Women Abuse (POWA) Ab InBev | Castle Lite |
| Promise Promise Digitas Liquorice | Cold Tracker Easter Egg Creds | People Opposing Women Abuse (POWA) Ab InBev Ab InBev | Castle Lite Castle Lite |
| Promise Promise Digitas Liquorice Ogilvy South Africa | Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank | Castle Lite Castle Lite Business Banking |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions | Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC | Castle Lite Castle Lite Business Banking KFC |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N | Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor | Castle Lite Castle Lite Business Banking KFC Ster Kinekor |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United | Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken | Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice | Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it Hygienica | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor | Castle Lite Castle Lite Business Banking KFC Ster Kinekor |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris | Cold Tracker Easter Egg Creds Bigger Picture Business Banking KFC Buckarapa Ster Kinekor Rate My Vibe MICROSITES Everyone Is Talking About it | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken | Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / M Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa | 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 | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa | Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa | 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 | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever | Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A | 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 | People Opposing Women Abuse (POWA) Ab InBev Ab InBev Nedbank KFC Ster Kinekor Chicken Licken Unilever Nissan South Africa Ab InBev | Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban | 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? | 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 | Castle Lite Castle Lite Business Banking KFC Ster Kinekor Easybucks® Bright Future RWC Anniversary Carling Black Label Dunlop Tyres SA |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United | 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 Mnutes is Worth a Lifetime | 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) | 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) |
| Promise Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA\ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United The Riverbed Agency | 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 Mnutes is Worth a Lifetime Passengers | 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 | 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) Acohol responsibility and education |
| Promise Promise Digitas Liquorice Ogilvy South Africa Silverstone Solutions CHANNEL: CAMPAIGN / N Joe Public United Digitas Liquorice CHANNEL: BOTS, MESSA TBWA \ Hunt Lascaris South Africa Ogilvy South Africa CHANNEL: PODCASTS A FCB Durban Joe Public United The Riverbed Agency WLY&R South Africa | 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 Mnutes is Worth a Lifetime | 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) | 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) |

| Promise | Cold Tracker | Ab InBev | Castle Lite |
|---|---|---|--|
| Ogily Cape Town | The Sabbatical | Volkswagen South Africa | Touareg |
| King James Group | The Olympian | Sanlam | Sanlam |
| Ogilw South Africa | KFC Buckarapa | KFC | KFC |
| COMMUNITY: SOCIAL CO | | NC | |
| | DIVINUONI TIES | | |
| 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 | A Taste Of Mzansi | Unilever | Aromat |
| Company) | | | |
| 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 |
| COMMUNITY: USE OF US | 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 |
| | The Sabbatical | Volkswagen South Africa | Touareg |
| Ogilvy South Africa | The Sabbatical | voltowagen oodan vinoa | |
| Gorilla | The Huletts National Humthem | Huletts | Huletts Sugar |
| | | - | - |
| Gorilla | The Huletts National Humthem | Huletts | Huletts Sugar |
| Gorilla Clockwork Digital (Pty) Ltd | The Huletts National Humthem Acer #InstaPitch | Huletts Acer | Huletts Sugar Acer |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) | Huletts Acer Cleanipedia | Huletts Sugar Acer Cleanipedia Website |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS | Huletts Acer Cleanipedia 1st for women | Huletts Sugar Acer Cleanipedia Website 1st for women |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) | Huletts Acer Cleanipedia | Huletts Sugar Acer Cleanipedia Website |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS | Huletts Acer Cleanipedia 1st for women | Huletts Sugar Acer Cleanipedia Website 1st for women |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher | Huletts Acer Cleanipedia 1st for women Kreepy Krauly | Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual | Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing | Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 | Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa | Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary |
| Gorilla Clockwork Digital (Pty) Ltd The Hardy Boys Retroviral and 10th Street and Webfluential COMMUNITY: SOCIAL M Retroviral and Panther Punch Machine_ TBWA\Hunt Lascaris Johannesburg / Grid Worldwide TBWA Hunt Lascaris South Africa Promise | The Huletts National Humthem Acer #InstaPitch Share Your Mess My Body (Stand up) EDIA CAMPAIGNS My Kreepy Teacher Chivas Business Unusual Wear it for me Remake 32-12 the \$3 000 000 call | Huletts Acer Cleanipedia 1st for women Kreepy Krauly Pernod Ricard SA MTN Group Brand and Marketing Communications MTN South Africa Ab InBev | Huletts Sugar Acer Cleanipedia Website 1st for women Kreepy Krauly Chivas Regal MTN Group RWC Anniversary Castle Lite |
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| Ogilvy South Africa | KFC Instagame | KFC | KFC Nuggets |
| Digitas Liquorice | Dinner in Dark | Unilever | Hellmann's Mayonnaise |
| Ogilw South Africa | #NoExcuse The Bravest Thing | Ab InBev | Carling Black Label |
| COMMUNITY: ONLINE VI | · · | | |
| Ogilw South Africa | The Drive to Defy Campaign | Volkswagen South Africa | T-ROC |
| COMMUNITY: INFLUNCE | , , , , | Volkswagen Oodan Ainea | |
| TBWA\Hunt Lascaris Johannesburg | Wear it for me | MTN Group Brand and Marketing Communications | MTN Group |
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| 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 | | | |
| Hellosquare | Celebrate Everything | Tiger Brands | Tinkies |
| The Riverbed Agency | Passengers | Aware.org | Acohol 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 |
| Ogilw South Africa | KFC Instagame | KFC | KFC Nuggets |
| Ogilvy South Africa | KFC Buckarapa | KFC | KFC |
| CRAFT: MARKETING CO | · | 14.0 | |
| 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 |
| Ring James Group | | 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 | SIGN | | · |
| 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 |
| | DING & TECH INNOVATION | | |
| Promise | Cold Tracker | Ab InBev | Castle Lite |
| INJOZI | Feed Their Craving | Chicken Licken | Chicken Licken Hotwings® |
| CRAFT: STRATEGY | | | |
| 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 | | | |
| 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 | | | _ |
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| Retroviral and Panther | | | |
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| 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 |
| Ogilw South Africa | The Drive to Defy Campaign - Kitty | Volkswagen South Africa | T-ROC |
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| 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 | | 1 | |
| 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 | · · | <u> </u> | |
| Retroviral and Panther | My Kreepy Teacher | Kreepy Krauly | Kreepy Krauly |
| Punch | | | |
| 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 |
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| Joe Public United | The Abused News | People Opposing Women Abuse (POWA) | Brand |
| Joe Public United Aegis Media Central Services (Pty) Ltd | The Abused News Absa Snapchat Augmented Reality Game | | Brand Transactional Banking |
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| Dgilvy South Africa | KFC Buckarapa | KFC | KFC |
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| Bluegrass Digital | B2B Mobile App Brand Community Platform | Union Swiss | Bio-Oil |
| <u> </u> | ER EXPERIENCE DESIGN | | |
| So Interactive | HOMi App | HOMi | Home Rental Management Solution |
| Promise | Cold Tracker | Ab InBev | Castle Lite |
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