

2020 Bookmark Awards finalists are announced

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The IAB SA has announced the finalists for the 12th Annual Bookmark Awards being held at The Galleria in Sandton on Thursday, 19 March 2020.



The final round of judging takes place on site in Johannesburg and Cape Town on the 28 and 29 February 2020. Please note that the Special Honours Category is only judged in this round, and therefore are not part of the finalist announcement.

All the winners will be announced at the 12th Annual Bookmark Awards being held at The Galleria in Sandton on Thursday, 19 March 2020.

CAMPAIGN:			
ENTRANT	TITLE	BRAND	PRODUCT
CAMPAIGN: DIGITAL STRATEGY			
TBWA Hunt Lascaris Johannesburg	In Rehearsal for Unbound	Joburg Ballet	The Unbound Production
TBWA Hunt Lascaris Johannesburg	#Blame No More	Hype Magazine, Tears Foundation	Womans Month
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
VMLY&R South Africa	Did you mean: Women?	Edgars Women's Day	Retail
The Odd Number	Nedbank Money Secrets	Nedbank	Nedbank Brand & Advertising
Joe Public Connect	The Great Stigma Clearance	Jet	Women's Health
King James Group	Broke By	TymeBank	GoalSave
Wunderman Thompson South Africa	PS Mzansi Love Songs	Mondelez	PS Chocolate Bars
DUKE Mark1 Positive Dialogue Communications	Fighting fake news with fake(ish) news	The Heart & Stroke Foundation South Africa	Anti-vaping
HelloFCB+	Don't Fear the Finger	CANSA	CANSA
Digitas Liquorice	Takeaway Takeover	Unilever	Knorr
Digitas Liquorice	Delicious Surprise	Unilever	Hellmann's Mayonnaise
Ogilvy	Carling Cup	AbInBev Africa	Carling Black Label
CAMPAIGN: CONTENT STRATEGY			
John Brown Media	Pick n Pay One Small Thing	Pick n Pay	Health
Publicis	State of the Art of Being	Mercedes-Benz	CLA
TBWA Hunt Lascaris Johannesburg	In Rehearsal for Unbound	Joburg Ballet	The Unbound Production
TBWA Hunt Lascaris Johannesburg	#Blame No More	Hype Magazine, Tears Foundation	Womans Month
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
King James Group	Broke By	TymeBank	GoalSave
DUKE Mark1 Positive Dialogue Communications	Fighting fake news with fake(ish) news	The Heart & Stroke Foundation South Africa	Anti-vaping
HelloFCB+	Don't Fear the Finger	CANSA	CANSA

CAMPAIGN: DIGITAL INTEGRATED CAMPAIGN			
TBWA Hunt Lascaris Johannesburg	In Rehearsal for Unbound	Joburg Ballet	The Unbound Production
TBWA Hunt Lascaris Johannesburg	#Blame No More	Hype Magazine, Tears Foundation	Womans Month
Publicis	Unrivalled	Mercedes-Benz	AMG
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
King James Group	In Sync with Sho Madjozi	Johnson & Johnson	Stayfree® menstrual care
Hellocomputer, FCB Joburg (Pty) Ltd	The Human Quantum Computer	Absa	Recruitment
Wunderman Thompson South Africa	PS Mzansi Love Songs	Mondelez	PS Chocolate Bars
HelloFCB+	The Great Father's Day Gift Upgrade	Pernod Ricard	The Glenlivet Whisky
Digitas Liquorice	The Unclean Catalogue	Unilever	Cleanipedia.com
So Interactive Web Designs CC.	Some things shouldn't be shared.	SABRIC	Banking Crime
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
CAMPAIGN: MOBILE CAMPAIGN			
Digitas Liquorice	Takeaway Takeover	Unilever	Knorr
Digitas Liquorice	Goodness Calendar	Unilever	Knorr
Digitas Liquorice	I See A Different You	Distell	Scottish Leader
FoxP2 Advertising	Guitar Guy 2	ER24	ER24 Emergency Services
Ogilvy	Loadshedding	DStv	DStv
CAMPAIGN: BEST USE OF DATA			
TBWA Hunt Lascaris Johannesburg	Twitter Tug of War	Datsun South Africa	Go
John Brown Media	BMW X3 Conquest	BMW	Lead Generation Campaign
MOBILE et al	FEDHEALTH Made For You	FEDHEALTH	flexiFED
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
CAMPAIGN: INTEGRATED MIXED MEDIA CAMPAIGN			
Joe Public Connect	The Legend of Big John	Chicken Licken	Big John™
Joe Public United	When a Sister Needs Some Soul	Chicken Licken	SoulSister® Party 4
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
VMLY&R South Africa	Break Out	Edgars Winter	Retail
Showmax	The Girl From St. Agnes	Showmax	The Girl From St. Agnes
Joe Public Connect	The Great Stigma Clearance	Jet	Women's Health
King James Group	Broke By	TymeBank	GoalSave
HelloFCB+	Don't Fear the Finger	CANSA	CANSA
Publicis Machine	141 Water	Pernod Ricard	Responsible Drinking
Ogilvy	Remarkable Regifts	Mondelez	Cadbury
Ogilvy	The Human Search Bar	Investec	Brand
Joe Public United	Sign the Smile	Amnesty International	Amnesty International
CAMPAIGN: BREAK THROUGH ON A BUDGET			
Retroviral	Twar	RocoMamas	Chilli Cheese Fries
Clockwork Digital (Pty) Ltd	Don't Cross Your T's	Hyundai	Venue
Saatchi & Saatchi	Nude Your Food	Nude Foods	Nude Foods
Gorilla	Axe Level Up	AXE	Axe Deodorant
HelloFCB+	Don't Fear the Finger	CANSA	CANSA
TBWA Hunt Lascaris Johannesburg	#StreamingorDreaming	MTN South Africa	Made for Home 120gig
TBWA Hunt Lascaris Johannesburg	Emoji Day	MTN South Africa	MTN Brand
TBWA Hunt Lascaris Johannesburg	#CaptureYourPulse	MTN South Africa	Pulse
CAMPAIGN: BRANDED CONTENT			
Retroactive	#BiogenJourney	Biogen	Biogen
John Brown Media	MINI CREATIVE CLUB	MINI	Lead Generation Campaign
King James Group	Street Surfers	ABInBev	Corona
TBWA Hunt Lascaris Johannesburg	#Blame No More	Hype Magazine, Tears Foundation	Womans Month
Joe Public United	When a Sister Needs Some Soul	Chicken Licken	SoulSister® Party 4
TBWA Hunt Lascaris Johannesburg	In Rehearsal for Unbound	Joburg Ballet	The Unbound Production
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
King James Group	Sanlam Cost of Cancer	Sanlam	Cancer Benefit
So Interactive Web Designs CC.	Some things shouldn't be shared.	SABRIC	Banking Crime
Ogilvy	KFC - Boet Fighter	KFC South Africa	KFC

CHANNELS			
CHANNEL: PAID SEARCH MARKETING			
Rogerwilco	Satrix - Invest Like a Pro	Satrix	Satrix Index Tracking Fund
99c	Automating Competitive Advantage	Digicape	Authorised Apple Reseller
Conversion Science	TEARS - Adopt Don't Shop	TEARS Animal Rescue	Pet Adoption
Wunderman Thompson South Africa	Personal Loans	Standard Bank	Unsecured Loans
CHANNEL: ORGANIC SEARCH MARKETING			
John Brown Media	Life Healthcare Corporate Website	Life Healthcare	Corporate Website
Jellyfish	Competitive Cut-Through	The Mattress Warehouse	Mattresses & Accessories
CHANNEL: DISPLAY ADVERTISING			
Old Friends Young Talent	Bidvest Car Rental	Bidvest	Bidvest Car Rental
VMLY&R South Africa	The Nando's Load Shedding Ad	Nando's	Restaurant dine-in
DUKE Mark1 Positive Dialogue Communications	Fighting fake news with fake(ish) news	The Heart & Stroke Foundation South Africa	Anti-vaping
HelloFCB+	Don't Fear the Finger	CANSA	CANSA
HelloFCB+	Spender-vention	Investec Asset Management	Investec Asset Management
CHANNEL: NATIVE ADVERTISING			
DUKE Mark1 Positive Dialogue Communications	Fighting fake news with fake(ish) news	The Heart & Stroke Foundation South Africa	Anti-vaping
Wavemaker Global	Netflix Shadow Launch Campaign	Netflix	Shadow
CHANNEL: ONLINE VIDEO SERIES			
TBWA Hunt Lascaris Johannesburg	In Rehearsal for Unbound	Joburg Ballet	The Unbound Production
DUKE	Dunk Like A Boss	Pioneer Foods	Bokomo Rusks
So Interactive Web Designs CC.	Some things shouldn't be shared.	SABRIC	Banking Crime
Ogilvy	The Human Search Bar	Investec	Brand
CHANNEL: SOCIAL PAID ADVERTISING			
Coffee Creative Studio & Sandmann Digital	Medshield Facebook and Instagram Lead Generation Campaign	Medshield Medical Scheme	Medshield Medical Scheme Medical Aid Plans
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
SuperSport	#StrongerTogether: Rugby World Cup	SuperSport	Sports Content
Hellocomputer, FCB Joburg (Pty) Ltd	The Human Quantum Computer	Absa	Recruitment
DUKE Mark1	Win Like a Baller	Pepsico	Pepsi
The Mediashop	Maybelline Tattoo Brow	Maybelline	Tattoo Brow Peel Off Tint
Ogilvy	Remarkable Regifts	Mondelez	Cadbury
CHANNEL: INNOVATIVE USE OF MEDIA			
TBWA Hunt Lascaris Johannesburg	Twitter Tug of War	Datsun South Africa	Go
TBWA Hunt Lascaris Johannesburg	Tweet Machine	Standard Bank	Brand
TBWA Hunt Lascaris Johannesburg (Pty)	In Rehearsal for Unbound	Joburg Ballet	The Unbound Production
VMLY&R South Africa	The LIVE Tactical billboards	Nando's	Delivery app
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
Ogilvy	IsiZathu	ABInBev Africa	Carling Black Label
Ogilvy South Africa	KFC - Boet Fighter	KFC South Africa	KFC
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
CHANNEL: EMAIL, DIRECT AND INBOUND MARKETING			
Publicis Machine	Sealand Sustainable Invite	Sealand	Sustainable Invite
CHANNEL: USE OF PROGRAMMATIC MEDIA			
OneDayOnly	OneDayOnly's use of Programmatic Media	OneDayOnly	Daily Deals
VMLY&R South Africa	The Nando's Load Shedding Ad	Nando's	Restaurant dine-in
The Odd Number	Nedbank Money Secrets	Nedbank	Nedbank Brand & Advertising
Mark1	Break the Traditional Tradition!	Food Lover's Market	Groceries
CHANNEL: DIGITAL INSTALLATIONS AND ACTIVATIONS			
23Red & Jolly Good Digital	Hydration Station	City to Sea	Tap water
VMLY&R South Africa	The LIVE Tactical billboards	Nando's	Delivery app
VMLY&R South Africa	Break Out	Edgars Winter	Retail
INJOZI and Mojanation	Cadbury Martians	Cadbury	Cadbury Limited Edition Slabs
Ogilvy	#BodyCount	ABInBev Africa	Carling Black Label
CHANNEL: ONLINE VIDEO			
King James Group	Street Surfers	ABInBev	Corona

TBWA Hunt Lascaris Johannesburg	#Blame No More	Hype Magazine, Tears Foundation	Womans Month
Publicis	Stories of Speed	Mercedes-Benz	C 63 S
Publicis	Unrivalled	Mercedes-Benz	AMG
TBWA Hunt Lascaris Johannesburg	Autograph	MTN South Africa	Rugby Sponsorship
TBWA Hunt Lascaris Johannesburg	Karaoke	MTN South Africa	Springbok Promo - Win a trip to the world cup
TBWA Hunt Lascaris Johannesburg	The Light at The Start of Everything, Written by Iain Thomas	Okavango Diamond Company	The Okavango Blue Diamond
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
VMLY&R South Africa	Break Out	Edgars Winter	Retail
VMLY&R	Fibre Is Simple	Supersonic Fibre	Brand
Wunderman Thompson South Africa	Walletwise Royal Advice - Meet the Prince	Standard Bank	Walletwise
Showmax	Game Of Thrones The Night's Watch	Showmax	Game Of Thrones
King James Group	Super Influencers	Netflix	The Umbrella Academy
Wunderman Thompson South Africa	Walletwise Royal Advice - Prince & the Gold	Standard Bank	Walletwise
DUKE	Dunk Like A Boss	Pioneer Foods	Bokomo Rusks
Wunderman Thompson South Africa	Shell Helix Ultra Cup - Chiefs	Shell	Lubricants
HelloFCB+	Don't Fear the Finger	CANSA	CANSA
Ogilvy	#BreatheOutProudly	Mondelez	Clorets
Ogilvy	1120under5	KFC	Add Hope
Ogilvy	The Human Search Bar	Investec	Brand
CHANNEL: USE OF CRM, LOYALTY PROGRAMMES AND GAMIFICATION			
Machine	Personalised communication at scale, delivering double-digit ROI	Sanlam Reality	Communications, Marketing and CRM
CHANNEL: CHANNEL INNOVATION			
TBWA Hunt Lascaris Johannesburg	Twitter Tug of War	Datsun South Africa	Go
Publicis	State of the Art of Being	Mercedes-Benz	CLA
Publicis	Born Bold Canvas	Mercedes-Benz	C 63 S
Digitas Liquorice	Goodness Calendar	Unilever	Knorr
VMLY&R South Africa	The LIVE Tactical billboards	Nando's	Delivery app
VMLY&R South Africa	Nando's Better Half (Tinder)	Nando's	Restaurant dine-in
Accenture	MTN Chat - Recharge without leaving your chats	MTN	MTN Chat
VMLY&R South Africa	Did you mean: Women?	Edgars Women's Day	Retail
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
Wavemaker Global	Saving water with Snapchat	Colgate	Colgate
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
CHANNEL: CAMPAIGN MICROSITES			
Digitas Liquorice	I See A Different You	Distell	Scottish Leader
Saatchi & Saatchi	Stimorol Flavour Wave Creator	Mondeléz	Stimorol
Joe Public Connect	The Legend of Big John	Chicken Licken	Big John™
Clockwork Digital (Pty) Ltd	Visit XBOX	Microsoft	XBOX ONE X
So Interactive Web Designs CC.	Some things shouldn't be shared.	SABRIC	Banking Crime
Joe Public United	Sign the Smile	Amnesty International	Amnesty International
CHANNEL: BOTS, MESSAGING AND DARK SOCIAL			
VMLY&R South Africa	Nando's Better Half (Tinder)	Nando's	Restaurant dine-in
Accenture	MTN Chat - Recharge without leaving your chats	MTN	MTN Chat
King James Group	In Sync with Sho Madjozi	Johnson & Johnson	Stayfree® menstrual care
Ogilvy	Carling Cup	ABInBev Africa	Carling Black Label
Ogilvy	IsiZathu	ABInBev Africa	Carling Black Label
COMMUNITIES			
COMMUNITY: SOCIAL COMMUNITIES			
Publicis	Advanced Social Media	Mercedes-Benz	Social Channels
Edipse PR	Netflix SA social communities	Netflix South Africa	Netflix South Africa
VMLY&R South Africa	Nando's Social Community	Nando's	Nando's Brand
King James Group	TymeBank Social Communities	TymeBank	TymeBank
COMMUNITIES: USE OF USER-GENERATED CONTENT			
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
Wunderman Thompson South Africa	PS Mzansi Love Songs	Mondelez	PS Chocolate Bars

Ogilvy	#BodyCount	ABInBev Africa	Carling Black Label
HelloFCB+	The Great Father's Day Gift Upgrade	Pernod Ricard	The Glenlivet Whisky
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
COMMUNITY: SOCIAL MEDIA CAMPAIGNS			
Digitas Liquorice	Delicious Surprise	Unilever	Hellmann's Mayonnaise
TBWA Hunt Lascaris Johannesburg	Tweet Machine	Standard Bank	Brand
TBWA Hunt Lascaris Johannesburg	Twitter Tug of War	Datsun South Africa	Go
Publicis	State of the Art of Being	Mercedes-Benz	CLA
Saatchi & Saatchi	OMFCC	Mondeléz	Halls
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
Ogilvy	#OhSchweppes	Coca Cola SA	Schweppes
King James Group	In Sync with Sho Madjozi	Johnson & Johnson	Stayfree® menstrual care
Showmax	Game Of Thrones The Night's Watch	Showmax	Game Of Thrones
DUKE Mark1	Win Like a Baller	Pepsico	Pepsi
DUKE	Dunk Like A Boss	Pioneer Foods	Bokomo Rusks
King James Group	Sanlam Cost of Cancer	Sanlam	Cancer Benefit
Joe Public Connect	The Great Stigma Clearance	Jet	Women's Health
King James Group	Broke By	TymeBank	GoalSave
Wunderman Thompson South Africa	PS Mzansi Love Songs	Mondelez	PS Chocolate Bars
HelloFCB+	The Great Father's Day Gift Upgrade	Pernod Ricard	The Glenlivet Whisky
HelloFCB+	Don't Fear the Finger	CANSA	CANSA
So Interactive Web Designs CC.	Some things shouldn't be shared.	SABRIC	Banking Crime
TBWA Hunt Lascaris Johannesburg	#CaptureYourPulse	MTN South Africa	Pulse
TBWA Hunt Lascaris Johannesburg	#StreamingorDreaming	MTN South Africa	Made for Home 120gig
TBWA Hunt Lascaris Johannesburg	Emoji Day	MTN South Africa	MTN Brand
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
Ogilvy	1120under5	KFC	Add Hope
COMMUNITY: ONLINE VIDEO CHANNELS			
U-Studio	Comedy Club	Unilever	Aromat
King James Group	In Sync with Sho Madjozi	Johnson & Johnson	Stayfree® menstrual care
DUKE	Dunk Like A Boss	Pioneer Foods	Bokomo Rusks
COMMUNITY: INFLUENCER MARKETING			
Associated Media Publishing	Influencer Awards	Cosmopolitan SA	Influencer Awards
VMLY&R South Africa	Don't Tell Me What To Do	Edgars	Retail
VMLY&R South Africa	#ScreenFreeSaturday	BOS	BOS Ice Tea
King James Group	Super influencers	Netflix	The Umbrella Academy
Ogilvy	1120under5	KFC	Add Hope
COMMUNITY: SOCIAL MEDIA INNOVATION			
TBWA Hunt Lascaris Johannesburg	Twitter Tug of War	Datsun South Africa	Go
TBWA Hunt Lascaris Johannesburg	Tweet Machine	Standard Bank	Brand
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
King James Group	In Sync with Sho Madjozi	Johnson & Johnson	Stayfree® menstrual care
Gorilla	AXE Level Up	AXE	AXE Deodorant
Wavemaker Global	Saving water with Snapchat	Colgate	Colgate
TBWA Hunt Lascaris Johannesburg	Emoji Day	MTN South Africa	MTN Brand
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
CRAFT			
CRAFT: MARKETING COPYWRITING			
TBWA Hunt Lascaris Johannesburg	The Light at The Start of Everything, Written by Iain Thomas	Okavango Diamond Company	The Okavango Blue Diamond
DUKE	Fighting fake news with fake(ish) news	The Heart & Stroke Foundation South Africa	Anti-vaping
Wunderman Thompson South Africa	Shell Helix Ultra Cup	Shell	Lubricants
Ogilvy	The Human Search Bar	Investec	Brand
Ogilvy	Remarkable Regifts	Mondelez	Cadbury
CRAFT: NEWS OR FEATURE WRITING			
Media24	Plaasmoorde (Farm murders)	Netwerk24	Netwerk24
News24, Media24 (Pty) Ltd	Gang Wars	News24	News24

CRAFT - RESEARCH			
DYDX	Gcwalisa	Smollan	Gcwalisa
CRAFT - INTERFACE DESIGN			
MakeReign.	Introducing MakeReign on the global stage	MakeReign	Digital Design Studio
MakeReign	Making an International splash for Wolf&Whale	Wolf&Whale	Digital Design Consultancy
MakeReign	Treasures from Afar	Kasbah Imports	Furniture & Homeware eCommerce
MakeReign	Lego inspired website	okalpha	Animation Studio
MakeReign	Insurance with a snap	Pineapple insurance	Peer to Peer Insurance
TBWA Hunt Lascaris Johannesburg	Goodbye Malaria Webstie	Goodbye Malaria	Goodbye Malaria Website
CRAFT - SOFTWARE, CODING AND TECH INNOVATION			
INJOZI			
INJOZI	Datsun Twitter Tug of War	Datsun South Africa	Datsun GO
INJOZI	Dairy Space Race	SAMPRO	Dairy
MOBILE et al, CHEESE et al	FEDHEALTH Made For You	FEDHEALTH	flexiFED
CRAFT - STRATEGY			
TBWA Hunt Lascaris Johannesburg	In Rehersal for Unbound	Joburg Ballet	The Unbound Production
HelloFCB+	Don't Fear the Finger	CANSA	CANSA
CRAFT - UX			
MakeReign.	Introducing MakeReign on the global stage	MakeReign	Digital Design Studio
MakeReign	Treasures from Afar	Kasbah Imports	Furniture & Homeware eCommerce
MakeReign	Insurance with a snap	Pineapple insurance	Peer to Peer Insurance
Hellocomputer, FCB Joburg	Toyota.co.za	Toyota South Africa	Toyota South Africa
VMLY&R South Africa	Makro Online - a B2B eCommerce story	Makro	eCommerce platform
CRAFT - ONLINE VIDEO PRODUCTION			
King James Group	Street Surfers	ABInBev	Corona
TBWA Hunt Lascaris Johannesburg	In Rehersal for Unbound	Joburg Ballet	The Unbound Production
TBWA Hunt Lascaris Johannesburg	#Blame No More	Hype Magazine, Tears Foundation	Womans Month
Publicis	Stories of Speed	Mercedes-Benz	C 63 S
Publicis	Unrivalled	Mercedes-Benz	AMG
TBWA Hunt Lascaris Johannesburg	Karaoke	MTN South Africa	Springbok Promo - Win a trip to the world cup
Levergy marketing agency	New Balance Runs In the Family	New Balance South Africa	New Balance 997S
VMLY&R South Africa	Break Out	Edgars Winter	Retail
VMLY&R South Africa	I'mPerfection	Edgars Beauty	Retail
Wunderman Thompson South Africa	Shell Helix Ultra Cup - Chiefs	Shell	Lubricants
Wunderman Thompson South Africa	Shell Helix Ultra Cup - Sundowns	Shell	Lubricants
Iconic	Cape Town Cruise	Red Bull	Red Bull Racing
So Interactive Web Designs CC.	Some things shouldn't be shared.	SABRIC	Banking Crime
Ogilvy	The Human Search Bar	Investec	Brand
CRAFT - SOCIAL MEDIA COMMUNITY MANAGEMENT			
VMLY&R South Africa	Nando's Social Community	Nando's	Nando's Brand
King James Group	In Sync with Sho Madjozi	Johnson & Johnson	Stayfree® menstrual care
CRAFT - DIGITAL MEDIA			
VMLY&R South Africa	Did you mean: Women?	Edgars Women's Day	Retail
VMLY&R South Africa	InstaStory Books	Hollard	Hollard Brand
Mark1	Fighting fake news with fake(ish) news	The Heart & Stroke Foundation South Africa	Anti-vaping
Mark1	Win Like a Baller	Pepsico	Pepsi
HelloFCB+	Spender-vention	Investec Asset Management	Investec Asset Management
CRAFT - USE OF SOUND			
VMLY&R	Don't Tell Me What To Do	Edgars	Retail
Hellocomputer, FCB Joburg (Pty) Ltd	The Human Quantum Computer	Absa	Recruitment
Gorilla	Axe Level Up	AXE	Axe Deodorant
Wunderman Thompson South Africa	PS Mzansi Love Songs	Mondelez	PS Chocolate Bars
HelloFCB+	Don't Fear the Finger	CANSA	CANSA

CRAFT - INTERACTIVE DESIGN			
Hellocomputer, FCB Joburg (Pty) Ltd	The Human Quantum Computer	Absa	Recruitment
EMERGING DIGITAL TECH & CHANNEL			
EMERGING DIGITAL TECH & CHANNEL: VR AND AR			
Wavemaker Global	Saving water with Snapchat	Colgate	Colgate
EMERGING DIGITAL TECH & CHANNEL: INTERNET OF THINGS			
DYDX	Gcwalisa	Smollan	Gcwalisa
EMERGING DIGITAL TECH & CHANNEL: ARTIFICIAL INTELLIGENCE			
MakeReign	Insurance with a snap	Pineapple insurance	Peer to Peer Insurance
Digitas Liquorice	I See A Different You	Distell	Scottish Leader
EMERGING DIGITAL TECH & CHANNEL: SECOND SCREEN CAMPAIGN			
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
Ogilvy	Simulcast	DStv	DStv
EMERGING DIGITAL TECH & CHANNEL: INTERACTIVE MIXED MEDIA			
VMLY&R South Africa	The LIVE Tactical billboards	Nando's	Delivery app
Ogilvy	IsiZathu	ABInBev Africa	Carling Black Label
PLATFORMS			
PLATFORMS: BRAND, COMMERCIAL & RETAIL WEBSITES			
MakeReign	Introducing MakeReign on the global stage	MakeReign	Digital Design Studio
Hellocomputer, FCB Joburg	Toyota.co.za	Toyota South Africa	Toyota South Africa
Ogilvy	The Human Search Bar	Investec	Brand
PLATFORMS: PUBLIC SERVICE & NPO PLATFORMS			
Hoorah Digital	FOR NATURE. FOR YOU.	WWF	WWF
DUKE Mark1 Positive Dialogue Communications	Fighting fake news with fake(ish) news	The Heart & Stroke Foundation South Africa	Anti-vaping
So Interactive Web Designs CC.	Some things shouldn't be shared.	SABRIC	Banking Crime
PLATFORMS: WEB APPS			
Digitas Liquorice	Goodness Calendar	Unilever	Knorr
INJOZI and FoxP2 CT	Dairy Space Race	SAMPRO	Dairy
Publisher's Toolbox	BiblioDAM- simple, powerful digital asset management	Independent Media	BiblioDAM
PLATFORMS: MOBILE APPS			
Digitas Liquorice	Takeaway Takeover	Unilever	Knorr
MakeReign	Insurance with a snap	Pineapple Insurance	Peer to Peer Insurance
Ogilvy	Heartbeat of the Nation	ABInBev	Castle Lager
PLATFORMS: MOBILE SITES			
Digitas Liquorice	I See A Different You	Distell	Scottish Leader
Plus Narrative (Pty) Ltd	YelloWeb - a human-centered design system & digital framework	MTN Group	YelloWeb
PLATFORMS: GAMES			
INJOZI and FoxP2 CT	Dairy Space Race	SAMPRO	Dairy
Ogilvy & Mindshare South Africa	KFC - Boet Fighter	KFC South Africa	KFC App
PLATFORMS: PLATFORM INNOVATION			
Location Bank	Location Bank	Location Bank	Location Bank
MakeReign	Insurance with a snap	Pineapple Insurance	Peer to Peer Insurance
Flance Directive Creators & Investmint	Investmint FinTech Platform	Investmint	Investmint FinTech Platform
TBWA/Hunt Lascaris Johannesburg	Twitter Tug of War	Datsun South Africa	Go
INJOZI and TBWA/Hunt/Lascaris	Datsun Twitter Tug of War	Datsun South Africa	Datsun GO
PLATFORMS: EMPLOYEE EXPERIENCE PLATFORM			
VMLY&R	Adviser Dashboard	Old Mutual	Financial Services
PLATFORMS: CUSTOMER EXPERIENCE DESIGN			
Hellocomputer, FCB Joburg	Toyota.co.za	Toyota South Africa	Toyota South Africa
VMLY&R	Adviser Dashboard	Old Mutual	Financial Services
Accenture	MTN Chat - Recharge without leaving your chat	MTN	MTN Chat
VMLY&R South Africa	Makro Online - a B2B eCommerce story	Makro	eCommerce platform
PUBLISHING			
PUBLISHER: PUBLISHER SITES			
Arena Holdings (Pty) Ltd	TimesLIVE	TimesLIVE	TimesLIVE

Daily Maverick	Daily Maverick Publisher Site	Daily Maverick	Daily Maverick
Media24	Netwerk24	Netwerk24	Netwerk24
KFM Radio - A Division of Primedia (PTY) Ltd	CapeTalk	Primedia Broadcasting	Primedia Broadcasting
News24, Media24 (Pty) Ltd	News24 - Breaking News. First.	News24	News24
PUBLISHER: SPECIALIST PUBLISHER SITES			
TBWA Hunt Lascaris Johannesburg	#Blame No More	Hype Magazine, Tears Foundation	Womans Month
Arena Holdings (Pty) Ltd	TimesLIVE 2019 Elections	TimesLIVE	TimesLIVE 2019 Elections
Media24	Krugersdorp	Netwerk24	Netwerk24
KFM Radio - A Division of Primedia (PTY) Ltd	Government or God?	Primedia Broadcasting	Primedia Broadcasting
News24, Media24 (Pty) Ltd	AmiNext?	News24	News24
PUBLISHER: MOBILE CONTENT			
Marfeel	Evolving with the Mobile-First World	The South African	Marfeel Publishing Platform
Media24	NetNuus	Netwerk24	NetNuus
Arena Holdings (Pty) Ltd	SA News LIVE	SA News LIVE	SA News LIVE
PUBLISHER: ELECTRONIC NEWSLETTERS			
Publicis Machine	Smart, personalised newsletters, delivering double-digit ROI	Sanlam Reality	Communications & CRM
PUBLISHER: DATA STORIES			
News24, Media24 (Pty) Ltd	Elections 2019	News24	News24 elections coverage
10th Street & Multiplied	Discovery 947 Ride Joburg - #BankMyRide	Discovery Bank	Discovery Bank
PUBLISHER: ONLINE NEWS VIDEO			
Arena Holdings (Pty) Ltd	Inside the darkness: Krugersdorp killings uncovered	TimesLIVE	MultimediaLIVE
Arena Holdings (Pty) Ltd	How a gifted young girl was kidnapped and murdered: The Siam Lee story	TimesLIVE	MultimediaLIVE
KFM Radio - A Division of Primedia (PTY) Ltd	Be prepared to die – Joburg's toughest cop	Primedia Broadcasting	Primedia Broadcasting
KFM Radio - A Division of Primedia (PTY) Ltd	Borders	Primedia Broadcasting	Primedia Broadcasting
Daily Maverick	VBS Bank Heist	Daily Maverick	News Video
Daily Maverick	On the Edge of Change	Maverick Life	Maverick Life Video Content
PUBLISHER: LIVE EVENT COVERAGE			
Netwerk24	Netwerk24 Rugby World Cup coverage	Netwerk24	Netwerk24 Rugby World Cup coverage
PUBLISHER: PODCASTS AND AUDIO STREAMING			
Media24	Luisterboeke	Netwerk24	Netwerk24
KFM Radio - A Division of Primedia (PTY) Ltd	The Professionals	Primedia Broadcasting	Profmed
News24, Media24 (Pty) Ltd	Justice Denied	News24	News24
PUBLISHER: NEWS INNOVATION			
News24, Media24 (Pty) Ltd	Buried Truth	News24	News24

We look forward to sharing insights from our 2020 Jury President and Jury Panels next week.

To get tickets, click here <<http://bit.ly/Bookmarks2020>> . If you would like more information on the awards, click [here](#).

The 12th Annual Bookmark Awards, Powered By DSTV Media Sales and in partnership with Newsclip, G-Star, 24.com, Tiso Black Star, the South African, HelloFCB+ and Gumtree are on Thursday the 19th of March 2020 at The Galleria in Sandton, Johannesburg, following the IAB SA and MASA endorsed Nedbank IMC conference, where the BMA 2020 Jury President, Andrea Quaye, is speaking to Evolution at work: Marketing's new capabilities. Book your 2020 Bookmark Award tickets here <http://bit.ly/Bookmarks2020>. IAB SA Member discount applies. For sponsorship opportunities email IAB CEO Paula Hulley: Paula@iabsa.net

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