

13th annual Bookmark Awards - announcement of the 2021 jury chairs and jury panels

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In the run up to the 13th annual Bookmarks Awards, the IAB SA has announced the 2021 jury panels and their respective chairs. Comprising eight experts in their respective fields, the jury chairs together with their fellow panel judges will evaluate and award the latest and greatest in South African digital.



This year's awards will encompass digital advertising and marketing work that falls into eight categories: Marketing; Performance Marketing; Builders; Publisher; Social, Community and Influencer Marketing; Innovative Engineers, Best Digital Student; and Special Honours.



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The Bookmarks strives for a diverse representation of all South Africans and, as such, all jury chairs have been nominated by industry members, ensuring that the judging panel is indicative of, and endorsed by, the industry at large. Importantly, this ensures that the winning work – which then serves as a benchmark for excellence – is judged fairly by those with the relevant expertise from a range of agencies, publishers and companies.

The 2021 jury panels and their respective chairs are:

2021 Bookmarks Marketing Panel			
Kabelo	Moshapalo	TBWA Hunt Lascaris	Executive Creative Director
Camilla	Clerke	Ogilvy	Executive Creative Director

Neo	Makongoza	Grey	Group Head
Atiyya	Karodia	VMLY&R	Lead Strategist
Daisy	Mulenga	Imizamo Digital Media Agency	Co-Managing Director
Nobantu	Sibeko	King James	Integrated Creative Director
Elizabeth	Mokwena	Unilever	Marketing Director
Velokuhle	Mandlenkosi	Avatar Agency Group	Co-founder and Chief Creative Officer
Bruno	Bertrand	Estee Lauder Companies	Digital Marketing Director
Sarah	Browning-de Villiers	Machine_	Chief Content Officer
Lauren	McInnes	MultiChoice	Senior Manager: Marketing and Studio
Clare	Trafankowska	iProspect	Managing Director
Karin	Du Chenne	Kantar	Chief Growth Officer Africa Middle East
2021 Bookmarks Youth Action Panel			
Luzuko	Tena	Ogilvy	Paid Social Campaign Manager
Maxinne	Mboweni	Digitas Liquorice	Digital Copywriter
Lotang	Mokoena	VMLY&R	Digital Strategist
Gregory	Booyesen	King James	Art Director
Lesego	Thomas	Signal Hill Products	Brand Manager
Karabo	Ganzini	FCB Africa	Senior Brand Strategist
Nomacala	Mpetla	Digify Africa	Head of Learning
Vuyo	Henda	Unilever	Brand Director
Casey	De Menezes	McCann1886	Digital Strategist
Lethu	Zimu	Think Creative Africa	Creative Group Head
Mardilise	Burger	Initiative Media	Digital Director and Lead Strategist
Ruddy	Gatere	Machine_	Brand Strategist
Zubeida	Goolam	Valiant Agency	Chief Creative Officer
Sarah	Colville	The Niche Guys	Creative Director: Copy
2021 Bookmarks Publishing Panel			
Razia	Pillay	Foir	Director
Susie	White	Daily Maverick	Publisher
Adrian	Ephraim	The South African	Editor
Rikashni	Rangasamy	SuperSport	Senior Manager: Digital
Lauren	Denton	Denstu	Head of Programmatic
Paballo	Rampa	Vodacom	Content Marketing Manager
Tinyiko	Mageza	V&A Waterfront	Executive Marketing Manager
Tom	Manners	Clockwork	co-CEO
Basil	Fortaine	24	Digital Publisher
Luke	Charter	Arena Holdings (Pty) Ltd	Digital Editor: DispatchLIVE
2021 Bookmarks Performance Marketing Panel			
Audrey	Naidoo	ABSA	Head of Digital Marketing
Mpume	Ngobese	Joe Public	Managing Director
Meghan	Ferguson	iProspect	Head of Paid Media
Pilira	Mwambala	GroupM	Chief Data Officer
Kuhle	Verby	Publicis	Senior PPC Specialist
Nivasha	Pillay	Mediacom	Digital Director
Lorraine	Landon	Google	SSA Specialist Lead
Michael	Walker	Gumtree	Head of Marketing
Rob	Stanbridge	Conversion Science	Chief Operating Officer
Mpumelelo	Madonsela	VMLY&R	Head of Media
Kirsten	Foster	King James	Business Unit Head
2021 Bookmarks Social, Community and Influencer Panel			
Kalliebre	Keynerd	Joe Public	Head of Social
Martin	Magner	Ogilvy	Creative Director
Stephane	Rogovsky	R-Squared Agency (Pty) Ltd	CEO
Kgomotso	Keupilwe	Roth Media	Social Media Lead
Lebohang	Mabeba	VMLY&R	Social Media Lead
Muguette	Crozier	The Riverbed Agency	Art Director
Keza	Ntungicimpaya	SoulProviders Collective	Creative Director
MJ	Khan	Sasol	Group Digital Communication Platforms
Zahira	Kharsany	Gorilla	Head of Social

Sanele	Mawisa	AB inBev	Head of Social Media
Motshidisi	Fortunate	Cherry Republik	Strategist and Social Media Manager
Emma	Odendaal	John Brown Media	Digital Content Director
Kyra	Antrobus	King James	Creative Director
2021 Bookmarks Builders Panel			
Robyn	Campbell	Machine_	Managing Director
Matt	Thompson	MakeReign	Executive Creative Director
Refiloe	Digoamaye	IQ business	UX Designer
Joey	Khuvutlu	Hello	Managing Director
Candice	Goodman	Mobitainment	Marketing Director
Lara	Pietersen	Wunderman Thompson	Senior Customer Experience Consultant
Germari	Steenkamp	VMLY&R	Head of Customer Experience
Walter	Madzonga	Shopleft	Strategy and Innovation: Digital
Nimay	Parekh	King James	Digital CEO
Vera	Nagtegaal	Hippo.co.za	Head of Marketing and Culture
2021 Bookmarks Innovative Engineers Panel			
Dee	Chetty	Philip Morris	Director; Consumer Experience
Nick	Bester	Hello	Head of Technology and Development
Thamsanqa	Moyo	Wunderman Thompson	Managing Director
Jacqui	Maroun	VMLY&R	Chief Experience Officer
Thandeka	Mali Mali	Netflix	Netflix Product Creative Strategist
Tristan	Vogt	Ogilvy	Creative Director: Innovation Lab
Tracy	Lindner	Creatively	Director
Natasha	Matos-Hemmingway	Multichoice	Chief Marketing Officer: Connected Video
Philani	Mdingi	Maverick Mind	Digital Strategy Director
Danny	Pinch	King James	ECD
2021 Bookmarks Special Honours Panel			
Ryan	McManus	VMLY&R	Chief Creative Officer
Qhakaza	Mohare	Digify Africa	Chief Operating Officer
Hlamazi	Mabunda	IAS	Project Director and Consultant
Haydn	Townsend	Accenture Interactive	Managing Director
Fahmeeda	Cassim-Surtee	DSTV Media Sales	CEO
Joe	Steyn-Begley	Carbon1	Managing Director
Khensani	Nbanda	Nedbank	Group Executive: Marketing and Corporate Affairs
Hayley	Doron-Weil	That Ad Store	Founder and Creative Director
Asha	Patel	Google	Head of Marketing
Marianne	Erasmus	24.com	General Manager
Enver	Groenewald	Ogilvy	Group CEO
Jessica	Van der Westhuyzen	OneDayOnly	Digital and Performance Marketing Manager

The 2021 awards will be led and guided by jury president Andrea Quaye. On the impact of the awards on the industry, she says: “Winning a Bookmark Award is recognition of work that helps move our industry forward. Ultimately, the Bookmarks are about far more than great digital work that has delivered real business results – the Bookmarks are a catalyst for driving digital innovation and growth. Industry members can look to this work as inspiring benchmarks of innovation and creativity to assist them in thriving in the digital economy.”

Digital as a whole has rapidly evolved and adapted in new and surprising ways to serve the changing needs of both consumers and businesses operating amidst the fallout of Covid-19. This marked acceleration in innovation and creativity will no doubt make for an interesting and exciting 13th Bookmarks Awards.

“The Bookmarks are crucial for our industry: By recognising digital excellence, we are promoting and inspiring growth across the industry. We are excited to be part of this pivotal event that drives digital innovation and inspires industry members to create ground-breaking work that rivals our global counterparts,” says Fahmeeda Cassim-Surtee, CEO of DSTV Media Sales and IAB SA executive board member.

Entries for the 13th annual Bookmark Awards opened on 1 March 2021 and close on 14 May 2021 with early bird and IAB SA member discounts:

- Standard fee entries: 1 April – 30 April 2021
- Late fee entries and final entry deadline: 1 May – 14 May 2021

For more information on the Bookmark Awards, click [here](#).



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Entries for the 13th Annual Bookmark Awards are open

IAB South Africa 16 Mar 2021



The 13th Annual Bookmark Awards, powered by DSTV Media Sales and brought to you by [24.com](#), Everlytic and Joe Public, take place virtually on Thursday, 29 July 2021.

The Bookmarks are a crucial part of the IAB SA's mandate to empower the media and marketing industries to thrive in the digital economy. IAB SA membership comprises more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers. and the wider business community on the importance of digital marketing.

- 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



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