

The Bookmarks Awards 2015: All the winners

IAB SA announced the winners of the 2015 IAB South Africa Bookmarks Awards at Turbine Hall in Newtown Johannesburg on Thursday, 19 February 2015.



Gloo - Best Agency

Now in its 7th year, the Bookmarks surpassed all expectations in the volume and quality of almost 800 entries received.

IAB SA CEO, Josephine Buys, commented on the winners' entries, "With brands truly embracing the power of digital our judges had the privilege of judging the most innovative digital work seen at the Bookmarks in its seven years."

A total of 13 Gold, 34 Silver, 44 Bronze certificates, 11 Individual Awards and four Special Honours winners were awarded on the night, an increase from 2014 when only nine Gold pixels were awarded. "Headed up by John Dixon, our international and 54 local judges ensured that each winning entry displayed excellence in digital creative work and execution while delivering measurable results."



Josephine Buys - IAB SA CEO

The Winners of the 2015 IAB Bookmark awards are:

COMPANY	GOLD	SILVER	BRONZE	TOTAL
24.com	1	1		2
Between 10and5	1			1
BNRY & Jupiter Drawing Room Johannesburg		1	1	2
Both Worlds	1			1
Bum Media			1	1
Cerebra			1	1
Creative Spark			1	1
Daily Maverick		1		1
DDB South Africa			2	2
Discover Africa			1	1
DStv Digital Media			1	1
Fogg Experiential Design & Ireland Davenport			1	1
Formula D Interactive	1			1
Gloo	1	2		3
Gloo & Vizeum	1	1	1	3
Hellocomputer		2	1	3
HKLMand The Kinetic			1	1
Injozi		2		2
Ireland / Davenport		2		2

Lighthouse and Gloom			1	1
Lighthouse Digital		1		1
Liquorice		1	3	4
Liquorice & Mindshare			1	1
Lowe and Partners Cape Town		1		1
M&G		1		1
MECGroup & AdVine			1	1
MECGroup & King James Group			1	1
Media24			1	1
MotionCityFilms			1	1
NATIVE VML	1	1	1	3
New Media Labs		1		1
News24			1	1
OgilvyOne Cape Town	1	1		2
OgilvyOne South Africa	1	1	2	4
OnNet			1	1
PHD Media South Africa			1	1
Primedia Broadcasting		1	1	2
Punk / King James Group		2	1	3
Quirk	1	2	2	5
R.O.I. Digital		1		1
Retroviral			2	2
Rogerswilco			1	1
Saatchi & Saatchi Synergize		1	1	2
Snappily			1	1
Society / Atmosphere / King James Group	2	1	2	5
Spree.co.za		1	1	2
Swipe Interactive		1	1	2
TEAMtalk Media		1		1
The-Media-Image			1	1
Thumbtribe		1		1
Times Media Live			1	1
Utopia	1	2		3
Vicinity			1	1
Webfluentia			1	1

CORE AWARDS: Websites / Microsites / Mobisites

Brand, Commercial & Retail Websites

- Quirk (SILVER) Collaborators: Capitec Studio - Capitec Bank Website
- Saatchi & Saatchi Synergize (BRONZE) - Chas Everitt Website

Microsites

- Hellocomputer (SILVER) - The Journal
- Injozi (SILVER) - Ride Epic
- Discover Africa (BRONZE) - HerdTracker: The world's first app to track Africa's great migration
- Punk / King James Group (BRONZE) Collaborators: Narrative Truth / We Love Jam - Meet Your Match: Whisky Profiler
- Fogg Experiential Design & Ireland Davenport Joint Entry (BRONZE) Collaborators: Bouffant Productions / Jury Music - An ordinarily extraordinary South African Adventure Microsite

Public Service sites

- Utopia (GOLD) Collaborators: OUTSRC - Web developer - The Penguin Run
- Hellocomputer (BRONZE) - Social feed

Publisher sites (mass appeal)

- [Primedia Broadcasting](#) (SILVER) - EYEWITNESS NEWS
- [Media24](#) (BRONZE) Collaborators: OnNet / Spacestation - DRUM
- [Creative Spark](#) (BRONZE) - www.etv.co.za
- [Times Media Live](#) (BRONZE) Collaborators: Grenade - Sowetan LIVE

Specialist Publisher sites (smaller, niche audiences)

- [Between 10and5](#) (GOLD) - www.10and5.com
- [Both Worlds](#) (GOLD) - ZANEWS
- [Hellocomputer](#) (SILVER) - The Journal
- [OnNet](#) (BRONZE) - Eatout.co.za relaunch

CORE AWARDS: Advertising & Search

Branded Content

- [King James Group / Society / Atmosphere](#) (GOLD) Collaborator: Rob Smith - One Rand Man
- [Society / Punk / Atmosphere / King James Group](#) (SILVER) Collaborators: Narrative Truth - Through the Eyes of a Child ("What do our children really learn from us?")
- [Retroviral](#) (BRONZE) Collaborators: Gloo, Studio Republic - Castle Lager BraaiPhone
- [MECGroup & King James Group](#) (BRONZE) Collaborators: Exponential Cape Town / PUNK Digital - Johnnie Walker Kings of Flavour
- [Retroviral](#) (BRONZE) - Kreepy Krauly Wrangler

Display advertising

- [Ireland / Davenport](#) (SILVER) - The Unskippable Skip Ad

Media Plan

- [Lighthouse Digital](#) (SILVER) - Vodacom 20 Years
- [Gloo & Vizeum](#) (BRONZE) - BMW 2 Series / Are you 2 Enough?

Native Advertising

- [OgilvyOne South Africa](#) (GOLD) Collaborators: Hogarth Cape Town - Comedy Central "Own a piece of South Park"
- [MECGroup & AdVine](#) (BRONZE) Collaborators: JWT Cape Town - Smirnoff Ice Double Black With Guarana / Explore The Night

Search Marketing

- [Quirk](#) (GOLD) - Woolworths / Always On Media Campaign 2014
- [R.O.I. Digital](#) (SILVER) - RE/MAX: Website Migration Recovery
- [Saatchi & Saatchi Synergize](#) (SILVER) - Chas Everitt Search Campaign
- [The-Media-Image](#) (BRONZE) - FIFA World Cup 2014: Increasing Leads While Maintaining a Low CPA
- [PHD Media South Africa](#) (BRONZE) - Capitec | Credit Acquisition Campaign
- [Quirk](#) (BRONZE) - Sun International SEO Campaign
- [Rogerswilco](#) (BRONZE) - Direct Axis Illumination Campaign

Publisher Trade Marketing Campaign

- [Burn Media](#) (BRONZE) Collaborators: MediaCom - Sony E3 Experience powered by Sony Experia Z2

CORE AWARDS: Email Marketing

Email Campaign

- [Liquorice](#) (BRONZE) - What'sForDinner Wigwam

Email Publication

- [Spree.co.za](#) (SILVER) - Spree.co.za Newsletters
- [Daily Maverick](#) (SILVER) - First Thing & Weekend Thing Newsletter

CORE AWARDS: Social, Community & PR

Social Media Campaigns

- [Lowe and Partners Cape Town](#) (SILVER) Collaborators: GSDH / Digital Match Creative / Resource Agency - Get me to 21
- [Utopia](#) (SILVER) Collaborators: OUTSRC Web developer - The Penguin Run

Social Media Properties

- [Gloo](#) (SILVER) - FNB Ideas Can Help
- [DStv Digital Media](#) (BRONZE) Collaborators: Levergy / Neo@Ogilvy - SuperSport social media
- [Quirk](#) (BRONZE) - Chamber of Mines South Africa: What's yours is mined

Use of User Generated Content

- [Gloo](#) (GOLD) - FNB Ideas Can Help
- [BNRY & Jupiter Drawing Room Johannesburg](#) (SILVER) - Design Indaba, ABSA Sponsorship / Make Think Become Did

CORE AWARDS: Application & Tools

Browser-based Software

- [24.com](#) (GOLD) - News24 Elections Maps
- [Liquorice](#) (SILVER) - OMO Fast Kids
- [Vicinity](#) (BRONZE) Collaborators: Group M / Native / OMG / Mediashop / PHD / Yonder / Lighthouse. - Vicinity Adserver Platform
- [Swipe Interactive](#) (BRONZE) - WeChatBuilder

Games and gamification

- [Injozi](#) (SILVER) - Ride Epic
- [DDB South Africa](#) (BRONZE) Collaborators: B4Shaw / The Digital Union / Egg Films - Smuggle the Rainbow. Taste the Rainbow.
- [OgilvyOne South Africa](#) (BRONZE) Collaborators: Ogilvy & Mather Cape Town / Ogilvy PR Cape Town / Geometry Global / South Africa Motion City Films - PoloTag
- [Liquorice & Mindshare](#) (BRONZE) - What'sForDinner Trolley Dash

CORE AWARDS: Integrated/ Mixed Media

Data Inspired Creative

- [News24](#) (BRONZE) - News24 Elections Maps

Digital Installations and activations

- [Utopia](#) (SILVER) Collaborators: OUTSRC - Web developer - The Penguin Run
- [NATIVE VML](#) (SILVER) Collaborators: Niki Hattingh / Elise Ruddle / MEC - Media / Theunis Uys / Soft Light City / Bouffant / Stefan Hurter - Chocnology
- [Society / Atmosphere / King James Group](#) (BRONZE) Collaborators: ThingKing - Dinnercam
- [BNRY & Jupiter Drawing Room Johannesburg](#) (BRONZE) - Design Indaba, ABSA Sponsorship / Make Think Become Did
- [OgilvyOne South Africa](#) (BRONZE) Collaborators: Ogilvy & Mather Cape Town / Ogilvy PR Cape Town / Geometry Global / Motion City Films - PoloTag

Integrated Multi-platform campaign

- [King James Group / Society / Atmosphere](#) (GOLD) Collaborator: Rob Smith - One Rand Man
- [Gloo](#) (SILVER) - FNB League of Innovators
- [OgilvyOne Cape Town](#) (SILVER) Collaborators: Hogarth Cape Town - Comedy Central "Own a Piece of South Park."
- [Gloo & Vizeum](#) (SILVER) - BMW 2 series
- [DDB South Africa](#) (BRONZE) Collaborators: B4Shaw / The Digital Union / Egg Films - Smuggle the Rainbow. Taste the Rainbow.

Integrated Mobile campaign

- [Gloo & Vizeum](#) (GOLD) - BMW 2 series
- [OgilvyOne South Africa](#) (SILVER) Collaborators: Ogilvy & Mather Cape Town / Ogilvy PR Cape Town / Geometry Global / Motion City Films - PoloTag

CORE AWARDS: E-commerce

E-commerce Site

- [Thumbtribe](#) (SILVER) - Unilever Deals
- [Spree.co.za](#) (BRONZE) - Spree.co.za

CORE AWARDS: Mobile

Mobile Application/ Tool

- [NATIVE VML](#) (GOLD) - Bookly

Collaborators: Stefan Hurter

- [24.com](#) (SILVER) - News24 Elections
- [Lighthouse and Gloo](#) (BRONZE) - Vodacom "Java App"

Mobile Publication

- No Awards

Mobile Site

- [Swipe Interactive](#) (SILVER) - Soccer Laduma

Rich Media Advertising for Mobile Devices

- No Awards

CRAFT AWARDS

Editorial (media - news, magazines, radio, and TV stations/networks)

- [M&G](#) (SILVER) - mg.co.za
- [Cerebra](#) (BRONZE) Collaborators: You & Me Design, Consillium Legal - Cerebra Editorial
- [Primedia Broadcasting](#) (BRONZE) - 947

UX Design

- [New Media Labs](#) (SILVER) - Pam Golding Properties Capture
- [Quirk](#) (SILVER) - Capitec Bank Website

Graphic Design

- [Punk / King James Group](#) (SILVER) Collaborators: Narrative Truth / We Love Jam - Meet Your Match

Tech. Innovation

- [Formula D Interactive](#) (GOLD) - Blok app, a new tool for off plan property sales
- [Liquorice](#) (BRONZE) Collaborators: Draft FCB - Amarula 25th Birthday
- [NATIVE VML](#) (BRONZE) - Chocnology
- [Snapplify](#) (BRONZE) - SnappBox
- [Webfluentia](#) (BRONZE) - Webfluentia
- [HKLM and The Kinetic](#) (BRONZE) Collaborators: IxD - Anglo American Mining Indaba Interactive Projection Table

Copywriting

- [OgilvyOne Cape Town](#) (GOLD) Collaborators: Hogarth Cape Town - Comedy Central "Own a Piece of South Park."
- [Society / King James Group](#) (BRONZE) Collaborators: Punk / Atmosphere / Rob Smith - One Rand Man

Use of online video, audio and music

- [Ireland / Davenport](#) (SILVER) - The Walking Dead iPad Activation
- [Punk / King James Group](#) (SILVER) Collaborators: Narrative Truth / We Love Jam - Meet Your Match
- [MotionCityFilms](#) (BRONZE) - #RoadToRancho

Newswire

- [TEAMtalk Media](#) (SILVER) - TEAMtalk Media Newswire

Research and Insights Projects

- [Liquorice](#) (BRONZE) - Vaseline Skin Analysis In 60 Seconds

INDIVIDUAL & TEAM AWARDS

Best Editorial Team

ZANEWS - Both Worlds

Best Digital/ Media Strategist

Mike Jones - NATIVE VML

Best Creative/ Designer/ Copywriter/ Content Writer

Emile Rohlandt - Hellocomputer

Best Young Gun

Joe Crann - Soccerladuma

Best Community Manager/ Social Media Marketer

Keenan Harduth - Cerebra

Best Account/ Client Service Manager

Estelle Visser - Saatchi & Saatchi Synergize

Best Search Marketer

Brett Pringle - Rogerwilco

Best Journalist

Richard Poplak - Daily Maverick

Best Editor

Branko Brkic - Daily Maverick

Best Blogger

Diary of a zulu girl

Best Ad-Ops Team

MECGroup Ad Ops - MECGroup

SPECIAL HONOURS AWARDS

Best Agency

Gloo

Best Publisher

Best Marketing Organisation

Unilever

Best Individual Contribution

Fred Roed - World Wide Creative



Unilever - Best Marketing Organisation



John Dixon - Jury President, Fred Roed - Best Individual Contribution, Josephine Buys - IAB SA CEO

"This year's Bookmarks Awards was the perfect conclusion to a successful inaugural IAB Digital Summit made possible by BBC.com. Congratulations to all of the winners - our independent panel of local and international judges were extremely impressed by the high calibre of work we received this year, which was on par with international benchmarks. We would also like to say a big thank you to Savanna and all our other sponsors, without whom this incredible night would not have been possible," says Josephine Buys, CEO of the IAB SA.