All the winners

The winners for the 2016 IAB Bookmark Awards were announced to a packed audience at The Turbine Hall, Newtown on Thursday, 3 March 2016.

Now in its eighth year, the Bookmarks received a record number of entries that represented the diversity, innovation and growth of digital in South Africa.

IAB SA CEO Josephine Buys said, "This year's winning entries illustrate a digital landscape where South Africans are not just excelling in digital from a technical point of view, but using it to produce ground-breaking, emotive work."

Winners list

Category	Prize	Title	Brand	Product	Entry Agency
Paid Search Marketing	Gold	Search Brand Protection	Neilsons		The Media Image
Existing Social Communities	Gold	Social channels	City of Cape Town	City of Cape Town	King James Group
Use of User Generated Content	Gold	Give Refugees back their humanity	PASSOP (People Against Suffering Oppression and Poverty)		NATIVE VML
Online Video Production	Gold	Baby vs Dale Steyn	New Balance		Giant Films
Online Video Production	Gold	Learn it young.	Scouts South Africa	Youth development	NOT NORM
Editorial	Gold	The Way of Us	Superbalist	The Way of Us	Superbalist.com
Best Digital Youngster	Gold	Saatchi & Saatchi Synergize - Chris Cannoo			Saatchi & Saatchi Synergize
Brand of the Year	Gold	SuperSport			SuperSport
Best Marketer	Gold	Charl Bassil	Pernod Ricard		NATIVE VML
Best Individual Contribution to Digital	Gold	Gloo@Ogilvy - Pete Case			Gloo@Ogilvy
Mobile Apps	Gold	The Superbalist Mobile App	Superbalist.com	The Superbalist Mobile App	Superbalist.com
Software	Gold	Talking Car	BMW South Africa	BMW i3	NATIVE VML
Special Features	Gold	Homo Naledi - Interactive Feature	EYEWITNESS NEWS		EYEWITNESS NEWS
Research	Silver	The Ventureburn Startup Survey - Excellence in Research	Burn Media	Ventureburn	Burn Media
Organic Search Marketing	Silver	Clicks.co.za - The Journey to E-commerce	Clicks		Clicks2Customers
News or Feature Writing	Silver	Medupi graves investigation	eNCA.com	Medupi graves investigation	eNCA.com
Publisher sites	Silver	eNCA.com - Know more	eNCA.com	South African news website	eNCA.com
Mobile Publication	Silver	EWN WhatsApp Briefs	EYEWITNESS NEWS		EYEWITNESS NEWS
Digital Campaign	Silver	KFC Soundbite	KFC	The Soundbite Table	Gloo@Ogilvy
Coding & Tech. Innovation	Silver	KFC Flash & Win	KFC	KFC Flash & Win - Interactive Drive-Thru	Gloo@Ogilvy
Integrated Campaign	Silver	Lucozade Give Me Strength	Lucozade	Lucozade	Gloo@Ogilvy
Innovative use of Media	Silver	Lucozade Give Me Strength (WeTransfer)	Lucozade	Lucozade	Gloo@Ogilvy
Mobile Campaign	Silver	The Uber Test Ride	Volkswagen	The New Volkswagen up!	Gloo@Ogilvy
UX Design	Silver	The Inner Circle Phase 1	Pernod Ricard	The Inner Circle	Hellocomputer
Websites	Silver	The Inner Circle Phase 1	Pernod Ricard	The Inner Circle	Hellocomputer
Specialist Publisher sites	Silver	Design Indaba	Design Indaba	Online publication	Interactive Africa (Pty) Ltd

Content Strategy	Silver	Someone in Cape Town	City of Cape Town	City of Cape Town Anti-Drugs programme	King James Group
Social Media Campaigns	Silver	Someone in Cape Town	City of Cape Town	City of Cape Town Anti-Drugs programme	King James Group
Social Media Community Management	Silver	Social channels	City of Cape Town	City of Cape Town	King James Group
Interface Design	Silver	Walker Wager	Johnnie Walker	Johnnie Walker Whiskey	King James Group
Social Media Campaigns	Silver	Comrades	New Balance	New Balance	King James Group
Digital Strategy	Silver	Battle of the Spreads	Pioneer Foods	Marmite	Liquorice Africa Advertising (Pty)
Ad Ops	Silver	Excellence In Adops	Mini, McDonalds, Telkom	Mini, McDonalds, Telkom	Mark 1
Web Applications	Silver	iCAPTCHA	Bilingo		NATIVE VML
Digital Campaign	Silver	Talking Car	BMW South Africa	BMW i3	NATIVE VML
Coding & Tech. Innovation	Silver	Talking Car	BMW South Africa	BMW i3	NATIVE VML
Client Service	Silver	Gia Berger	Gia Berger		NATIVE VML
Editorial	Silver	Jameson INDIE Channel	Jameson	Jameson INDIE Channel	NATIVE VML
Research	Silver	Multiply School tool	Momentum		NATIVE VML
Existing Social Communities	Silver	Jameson Facebook Page	Pernod Ricard South Africa	Jameson Irish Whiskey	NATIVE VML
Branded Content	Silver	The Red Bull X-Fighters Tricktionary Tapes	Red Bull	The Red Bull X-Fighters Semi-Finals Event	NATIVE VML
UX Design	Silver	TFG eCommerce	The Foschini Group		NATIVE VML
E-Commerce Sites	Silver	TFG eCommerce	The Foschini Group		NATIVE VML
Existing Social Communities	Silver	The big bird on Twitter	Nando's	Fast Food/Restaurant	Publicis Machine
Social Media Community Management	Silver	The big team behind the big bird on Twitter	Nando's	Fast Food/Restaurant	Publicis Machine
Organic Search Marketing	Silver	OK Google	McDonald's	Brand	Quirk Agency
Microsites	Silver	The Master's Collection	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	Quirk Cape Town (Pty) Ltd & 140BBDO
Paid Search Marketing	Silver	Excellence in Paid Search Marketing	Saatchi & Saatchi	Paid Search Marketing	Saatchi & Saatchi Synergize
Paid Search Marketing	Silver	Sage One Paid Search Marketing	Sage One South Africa	Online Accounting Software	Saatchi & Saatchi Synergize
Social Paid Advertising	Silver	Sage One Paid Social advertising	Sage One South Africa	Online Accounting Software	Saatchi & Saatchi Synergize
News or Feature Writing	Silver	The Way of Us	Superbalist	The Way of Us	Superbalist.com
Interface Design	Silver	Superbalist.com	Superbalist	Superbalist.com site	Superbalist.com
Specialist Publisher sites	Silver	The Way of Us	Superbalist	The Way of Us	Superbalist.com
Data-driven Campaign	Silver	Let's Celebrate Namibia	Tafel Lager	Tafel Lager	Techsys Digital
Social Media Campaigns	Silver	Tuluver	BirdLife South Africa	International Vulture Awareness Day	Utopia
Online PR	Silver	Tuluver	BirdLife South Africa	International Vulture Awareness Day	Utopia
Mobile Apps	Bronze	GridWatch - SA's most reliable load shedding app	News24	GridWatch	24.com
Native Advertising	Bronze	Nando's Art Initiative	Nando's		Between 10and5
Web Applications	Bronze	Fives Futbol Sports Management Platform	Fives Futbol	Fives Futbol Sports Management Platform	Bluegrass Digital
Special Features	Bronze	Hope To Glory – The Journey of Themba Gorimbo	eNCA.com	The story of a young MMA fighter's rise to glory	eNCA.com
Social Paid Advertising	Bronze	BMW 1 Series LCI Launch Campaign	BMW	BMW 1 Series	EOH Digital
News or Feature Writing	Bronze	Aletta Harrison - Prison Yoga	EYEWITNESS NEWS		EYEWITNESS NEWS

Coding & Tech. Innovation	Bronze	KFC Soundbite	KFC	The Soundbite Table	Gloo@Ogilvy
Digital Installations and Activations	Bronze	KFC Soundbite	KFC	The Soundbite Table	Gloo@Ogilvy
Display Advertising	Bronze	Polo Vivo - Anything is possible	Volkswagen	The new range of Polo Vivos	Gloo@Ogilvy
Social Paid Advertising	Bronze	Shield - First in Africa	Unilever	Shield Deodorant and Antiperspirant	Gorilla Creative Media
Interface Design	Bronze	Meyerton Mobile	Meyerton Engineering	Meyerton Engineering	INJOZI
Email Publication	Bronze	Pick n Pay - Supper Sorted	Pick n Pay Supper Sorted	Pick n Pay Food	John Brown Media
Marketing Copywriting	Bronze	Someone in Cape town	City of Cape Town	City of Cape Town	King James Advertising Cape Town Pty (Ltd)
Branded Content	Bronze	Comrades	New Balance	New Balance	King James Group
Branded Content	Bronze	Baby vs Dale Steyn	New Balance	New Balance	King James Group
Branded Content	Bronze	One Rand Family	Sanlam	Sanlam	King James Group
Existing Social Communities	Bronze	Steri Stumpie social channels	Steri Stumpie	Steri Stumpie	King James Group
Online Video Production	Bronze	Walker Wager	Johnnie Walker	Johnnie Walker Whiskey	King James Group
Social Media Community Management	Bronze	Steri Stumpie social channels	Steri Stumpie	Steri Stumpie	King James Group
Innovative Use of Social Media	Bronze	Instant Inspiration	Unilever	Knorr whatsfordinner?	Liquorice Africa Advertising (Pty)
Display Advertising	Bronze	Q20 Squeaky Browzer	Q20	Multi-purpose Lubricant	M&C Saatchi Abel
Use of User Generated Content	Bronze	Open Your City Mobile Experience	Brandhouse	Heineken®	M&C Saatchi Abel
E-Commerce Sites	Bronze	Spree.co.za Online Fashion Store	Spree.co.za	Spree.co.za - website, mobile site and iOS and Android Apps	Media24 Ecommerce
Innovative use of Media	Bronze	Give Refugees back their humanity	PASSOP (People Against Suffering Oppression and Poverty)		NATIVE VML
Innovative Use of Social Media	Bronze	Give Refugees back their humanity	PASSOP (People Against Suffering Oppression and Poverty)		NATIVE VML
Use of User Generated Content	Bronze	DARG Facebook Photobomb	DARG Animal Rescue	DARG Rescue Animals	NATIVE VML
Social Media Campaigns	Bronze	Give Refugees back their humanity	PASSOP (People Against Suffering Oppression and Poverty)		NATIVE VML
Social Media Campaigns	Bronze	Nedbank's @LoveGreenbacks Twitter Bot	Nedbank	Card, Nedbank Greenbacks Rewards	NATIVE VML
Interface Design	Bronze	Talking Car	BMW South Africa	BMW	NATIVE VML
Strategy	Bronze	TFG eCommerce	The Foschini Group		NATIVE VML
Microsites	Bronze	Talking Car	BMW South Africa	BMW i3	NATIVE VML
Specialist Publisher sites	Bronze	VISI.co.za	VISI	Website	New Media
Organic Search Marketing	Bronze	Makro SEO	Makro		Quirk Agency
Digital Campaign	Bronze	The Master's Collection	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	Quirk Cape Town (Pty) Ltd & 140BBDO
Coding & Tech. Innovation	Bronze	The Master's Collection	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	Quirk Cape Town (Pty) Ltd & 140BBDO
Customer Experience Design	Bronze	The Master's Collection	Three Ships Whisky	Three Ships 10 Year Old Single Malt Single Cask PX Finish	Quirk Cape Town (Pty) Ltd & 140BBDO
Organic Search Marketing	Bronze	Rogerwilco SEO team	Rogerwilco	Rogerwilco SEO team	Rogerwilco
Specialist Publisher sites	Bronze	SA Creatives	SA Creatives	SA Creatives Online Publication	SA Creatives
Organic Search Marketing	Bronze	Andre Wilkinson Excellence in Organic Search Marketing	Saatchi & Saatchi	Search Marketing	Saatchi & Saatchi Synergize
Websites	Bronze	Superbalist.com	Superbalist	Superbalist.com site	Superbalist.com
Paid Search Marketing	Bronze	Making Every Click Count	Coral		The Media Image

Software	Bronze	SmartRand: Automated Investment Advice	SmartRand (Pty) Ltd	SmartRand	Twisted Toast Digital (Pty) Ltd
Email	Bronze	Col'Cacchio Slim down mailer	Col'Cacchio	Col'Cacchio Banting Menu	TWO.AM Agency
Digital Campaign	Bronze	Tuluver	BirdLife South Africa	International Vulture Awareness Day	Utopia
Ad Network & Programmatic Technology	Bronze	Distance Window	n/a	n/a	www.vicinity-media.com
Mobile Apps	Bronze	crowdCaster	crowdCaster	crowdCaster	Nona Creative

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