

# IAB announces finalists for 2019 Bookmarks

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The IAB has announced its finalists for the 11th Annual Bookmark Awards that will be held at The Forum, Bryanston on 28 March 2019.



68 judges across 76 categories reviewed and judged over 750 Bookmark Award entries these past few weeks. The results of their (and your) hard work are in, as we announce the anticipated shortlist for the 2019 IAB Bookmark Awards here.

The final round of judging takes place on site in Johannesburg and Cape Town on the 8th and 9th of March 2019 and the winners will be announced at the 11th Annual Bookmark Awards on the 28th of March 2019, at the Campus | The Forum in Bryanston, JHB.

## Diverse range of talent

Jerry Mpufane, 2019 IAB Bookmark Awards jury president says, “We are thrilled with the list of finalists. Each one sets a precedent for excellent work in their category and represents the exciting, diverse range of talent in the South African digital industry.”



MARKETING & MEDIA

#BehindtheSelfie with... Jerry Mpufane

Leigh Andrews 27 Feb 2019



Molefi Thulo, jury chair of the Marketers Panel says, “I was struck by the depth of insights that went into creating some of the work. Also by how digital platforms are being used to create meaningful connections between brands and their consumers.”

The Marketing Panel received a record number of entries this year with the final list trending in the following categories: Branded Content, Craft excellence in Online Video Production, Social Media Campaigns and Social Media Innovation. Mobile features across the board, and specialists entries for Channel Innovation, Internet of Things, Artificial Intelligence and Paid Search Marketing are strong, but Social and Video are the more dominant categories in the 2019 Bookmark

Awards finalist list.

New publisher categories for the 2019 IAB Bookmark Awards including, but not limited to Data Stories, Online News Videos and Social Media News Coverage feature, but in the finals we can see Craft News & Feature Writing and News Innovation dominate. We are also excited to see who wins the new Special Honours category: IAB Bookmark Awards Best Online Journalist on the 28th of March.

## Innovative strategies

Izak Minnaar, jury chair of the publishers' panel comments: "Digital publishing is moving through a period in which the very integrity of the medium is being challenged. This year's publishing entries reflect this landscape and provide innovative strategies to thriving in today's digital world,"

"It is exciting to see the wide mix of brands, agencies, publishers, consultancies, and specialists in our finalist list this year and this excludes the Special Honours entries that are judged in Round 2. We attribute this to both the hard work across the industry to create and share their business case studies, as well as the diversity of our judging panels in 2019. The final round of judging will be hard work, but with strong results to set the bar for digital excellence that drives business results in South Africa - and beyond" says Paula Hulley IAB CEO.

Audrey Naidoo, head of digital marketing for Absa and a member of the Builders panel adds, "Digital businesses in South Africa are becoming adept at using technical excellence to create user experiences that drive results."

## Finalists for 2019

Artificial Intelligence			
AGENCY	PRODUCT	TITLE	BRAND
Publicis Machine		Red Bull Studios Algorhythm	Red Bull Studios
The MediaShop	On The Double	Christopher enhances social sentiment	Debonairs Pizza
Bots, Messaging & Dark Social			
Mobitainment, ARC South Africa, Asakhane	Royco	Royco Rewards	MARS Africa
King James Group	Sanlam My Choice Funeral Plan	Lives of Grace	Sanlam
Ogilvy	DStv	DStv#Fanalysis Chat Group	MultiChoice
VML South Africa (Pty) Ltd	Standard Bank SE Banking	MyFearless Next	Standard Bank
Cerebra (WundermanSA)	Coca-Cola	Coca-Cola FIFA World Cup Soccer Bot	The Coca-Cola Company
The MediaShop	On The Double	Christopher enhances social sentiment	Debonairs Pizza
Brand, Commercial & Retail Websites			
King James Group	Sanlam Financial Products	Conversations with Yourself	Sanlam
TBWA Hunt Lascaris Johannesburg	Doom	Make Them Stop	Tiger Brands
Hellocomputer, FCB Africa	L'Atelier art competition	L'Atelier 2018	Absa - L'Atelier
Arc Interactive		Cell C Girl Website	Cell C Girl
Branded Content			
Publicis Machine		Builders Summer Campaign	Builders Warehouse
King James Group	Sanlam My Choice Funeral Plan	Lives of Grace	Sanlam
King James Group	Sanlam Financial Services	The 200 Year Old	Sanlam
Digitas Liquorice	Magnum	Magnum x MaXhosa	Unilever
Net#work BBDO	S-Class	Return to Chapman's Peak	Mercedes-Benz
King James Group	2 Minute Shower Songs	Francois Van Coke - Dit Raak Beter	Sanlam
King James Group	2 Minute Shower Songs	Rouge - DŹŹ` Vu	Sanlam
King James Group	2 Minute Shower Songs	Goodluck - Taking It Easy	Sanlam
King James Group	2 Minute Shower Songs	Kwesta - Boomshakalaka	Sanlam
King James Group	Sanlam Investments	On Life and Surprises	Sanlam
King James Group	Sanlam Investments	On Life and Planning	Sanlam
King James Group	Sanlam Investments	On Life and Longevity	Sanlam
King James Group	Sanlam Investments	On Life and Bucket lists	Sanlam

VML South Africa (Pty) Ltd	Vodka	Africa on Fire	Absolut vodka
TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet
VML South Africa (Pty) Ltd	Standard Bank SE Banking	My Fearless Next	Standard Bank
Ogilvy	Philips	#ShaveToRemember	Philips & The Nelson Mandela Foundation
Hellocomputer/FCB Africa	South African Tourism	Bheki The Mhaco Maker	South African Tourism
King James Group	2 Minute Shower Songs	Desmond & the Tutus - Teenagers	Sanlam
<b>Channel Innovation</b>			
Publicis Machine	Bottle Operated Table	Stones BOT	Stones
King James Group	Sanlam My Choice Funeral Plan	Lives of Grace	Sanlam
BrandTruth & Sprout & Ad Dynamo (SnapChat)	FNB	FNB App 6.0 Snap Lens	First National Bank, South Africa
Ogilvy	DStv	DStv#Fanalysis Chat Group	MultiChoice
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
Ogilvy	Cadbury P.S.	#SayItWithPS	Cadbury P.S.
The MediaShop	Data Bundles	Skip to the best bits	Cell C
Joe Public Connect	SAB Entrepreneurship	Your Business In Lights Billboard	South African Breweries
Joe Public Connect	Black	Boring Pre-roll Ads	Black
<b>Content Strategy</b>			
King James Group	Sanlam My Choice Funeral Plan	Lives of Grace	Sanlam
ENGAGE et al, a member of the et al GROUP		The AVBOB Poetry Competition	AVBOB
Ogilvy	Philips	#ShaveToRemember	Philips & The Nelson Mandela Foundation
Hellocomputer, FCB Africa	Department of Education	Raise your voice. Not your phone.	Western Cape Government
Ogilvy	Streetwise 2	Make a Meal of it.	KFC
King James Group	Sanlam Financial Services	The 200 Year Old	Sanlam
Digitas Liquorice	Knorr	Leave No Food Behind	Unilever
VML South Africa (Pty) Ltd	Asthma Inhaler Casings, Comic Book,	Bronki Boosters	Cipla South Africa
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
King James Group & 42 Digital	Sanlam Financial Products	Conversations with Yourself	Sanlam
King James Group	2 Minute Shower Songs	2 Minute Shower Songs	Sanlam
<b>Craft - Digital Media</b>			
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
Rogerwilco		Dialling Down the Call Centre	WesBank
Performics	X-Class	X-Class	Mercedes-Benz
<b>Craft - Interactive Design</b>			
Publicis Machine		Red Bull Studios Algorhythm	Red Bull Studios
Publicis Machine	Bottle Operated Table	Stones BOT	Stones
<b>Craft - Interface Design</b>			
So Interactive	So Interactive	ADecade of Digital	So Interactive
Hellocomputer, FCB Africa	L'Atelier art competition	L'Atelier 2018	Absa - L'Atelier
<b>Craft - Marketing Copywriting</b>			
Promise	Brand	Break the stereotype	Professional Provident Society
VML South Africa (Pty) Ltd	Standard Bank (Brand & Sponsorship)	Africa Month (Love Letter To Africa)	Standard Bank Group
Hellocomputer/FCB Africa	Sunlight Laundry Bar	Sunlight Since Since	Unilever
Hellocomputer/FCB Africa	South African Tourism	Bheki The Mhaco Maker	South African Tourism
Showmax	Tali's Wedding Diary	Tali's Wedding Diary	Showmax
<b>Craft - News or Feature Writing</b>			
24.com a Division of Media24	Netwerk24	The Steinhoff scandal	Netwerk24
SABC Digital News	News	Inside the Illegal Poison Trade	SABC News
24.com a Division of Media24	News24	News24 Fake News Exposed	News24
24.com a Division of Media24	Land of Thirst: a 360 degree video ex	News24 Land of Thirst	News24
<b>Craft - Online Video Production</b>			
Edipse PR & King James Group	NETFLIX	MAN IN A VAN	NETFLIX
King James Group	Luke Cage Season 2	Luke Cage Season 2 Launch   The Tutor	Netflix

King James Group	Luke Cage Season 2	Luke Cage Season 2 Launch   The Trainer	Netflix
King James Group	Luke Cage Season 2	Luke Cage Season 2 Launch   The Boxer	Netflix
Ogilvy	Philips	#ShaveToRemember	Philips & The Nelson Mandela Foundation
Ogilvy	Streetwise 2	Make a Meal of it.	KFC
Net#work BBDO	S-Class	Return to Chapman's Peak	Mercedes-Benz
King James Group		Fabric	Siemens
VML South Africa (Pty) Ltd	Vodka	Africa on Fire	Absolut vodka
Ogilvy	NXT LVL	NXT LVL - We Hear You	Vodacom
VML South Africa (Pty) Ltd	Brand	#BankMySummer	Standard Bank
TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet
Hellocomputer/FCB Africa	Absa ChatBanking on WhatsApp	ChatBanking	ABSA
King James Group	Sanlam	Conversations with Yourself	Sanlam
24.com a Division of Media24	News24 Documentary	News24 Stealing Sunflowers	News24
Joe Public Connect	Black	Boring Pre-roll Ads	Black
<b>Craft - Research</b>			
King James Group	Sanlam Financial Services	The 200 Year Old	Sanlam
King James Group		Fabric	Siemens
Performics	Toyota	Start Your Impossible	Toyota
<b>Craft - Social Media Community Management</b>			
Ogilvy	KFC	KFC Black Fried-Day	KFC
Retroviral		Smashing Social	RocoMamas
TBWA Hunt Lascaris Johannesburg	MTN Brand	D-Live	MTN
TBWA Hunt Lascaris Johannesburg	MTN Brand	#RIPFreeTwitter	MTN
TBWA Hunt Lascaris Johannesburg	MTN Springboks	The Call Up	MTN
VML South Africa (Pty) Ltd		Bazothi 'Azishe'	Nando's
Cerebra (WundermanSA) / Vodacom	Vodacom	The Future of Customer Care is Exciting	Vodacom
Publicis	Social Platforms	Mercedes-Benz	Mercedes-Benz
<b>Craft - Software, Coding &amp; Tech. Innovation</b>			
Publicis Machine		Red Bull Studios Algorithm	Red Bull Studios
Publicis Machine	Bottle Operated Table	Stones BOT	Stones
AdJoin Media	The Adjoin Private Audience Market	Building a Private Audience Marketplace	AdJoin Media
Vicinity Media	NA	Visitability	NA
VML South Africa (Pty) Ltd	iOS and Android App	Nando's App	Nando's
Clockwork Media		Xong	Xbox
<b>Craft - Strategy</b>			
Hellocomputer, FCB Africa	Department of Education	Raise your voice. Not your phone.	Western Cape Government
Hellocomputer, FCB Africa	Investec Asset Management	They will thank you later	Investec Asset Management
Hellocomputer, FCB Africa	Netflorist Online Delivery	#LoveEveryone	Netflorist
VML South Africa (Pty) Ltd	Asthma Inhaler Casings, Comic Book,	Bronki Boosters	Cipla South Africa
King James Group	Sanlam Financial Products	Conversations with Yourself	Sanlam
Hellocomputer/FCB Africa	Sunlight Laundry Bar	Sunlight Since Since	Unilever
TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet
24.com a Division of Media24	Business Insider South Africa	Business Insider South Africa	Business Insider South Africa
<b>Craft - Use of Sound</b>			
Publicis Machine		Red Bull Studios Algorithm	Red Bull Studios
King James Group	Sanlam Financial Services	The 200 Year Old	Sanlam
TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet
King James Group	2 Minute Shower Songs	2 Minute Shower Songs	Sanlam
Cerebra (WundermanSA)	Sprite	Sprite Mashups - Beat & Bounce	The Coca-Cola Company
<b>Craft - UX</b>			
VML South Africa (Pty) Ltd	iOS and Android App	Nando's App	Nando's
Hellocomputer, FCB Africa	L'Atelier art competition	L'Atelier 2018	Absa - L'Atelier
Gorilla	Bio-Strath	Survivor Tree- Email	SA Natural Products
<b>Customer Experience Design</b>			
Hellocomputer, FCB Africa	Department of Education	Raise your voice. Not your phone.	Western Cape Government

Hellocomputer, FCB Africa	L'Atelier art competition	L'Atelier 2018	Absa - L'Atelier
Accenture		Nedbank Smart Geyser	Nedbank
<b>Data-driven Campaign</b>			
Digitas Liquorice	Knorr	Leave No Food Behind	Unilever
www.vicinity-media.com	Zinger	KFC Zinger	KFC
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
King James Group		Fabric	Siemens
TBWA Hunt Lascaris Johannesburg	Doom	Make Them Stop	Tiger Brands
<b>Digital Installations &amp; Activations</b>			
Publicis Machine	Bottle Operated Table	Stones BOT	Stones
Retroviral	M-NET Survivor	Outwit. Outplay. Outdoor	M-NET
Ogilvy	DStv Premium	Watch It Your Way	MultiChoice
Joe Public Connect	Be The Mentor	The Invisible Issue	South African Breweries
<b>Digital Integrated Campaign</b>			
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
Ogilvy	Polo	#Marco #Polo	Volkswagen
TBWA Hunt Lascaris Johannesburg	MTN Brand	Mc Drop	MTN
VML South Africa (Pty) Ltd	Standard Bank SE Banking	My Fearless Next	Standard Bank
Hellocomputer/FCB Africa	South African Tourism	Bheki The Mbhaco Maker	South African Tourism
King James Group	2 Minute Shower Songs	2 Minute Shower Songs	Sanlam
Mortimer Harvey		Posthumous Posts	RAF (Road Accident Fund)
<b>Digital Strategy</b>			
Ogilvy	Philips	#ShaveToRemember	Philips & The Nelson Mandela Foundation
King James Group	Sanlam Financial Services	The 200 Year Old	Sanlam
Hellocomputer, FCB Africa	Netflorist Online Delivery	#LoveEveryone	Netflorist
Digitas Liquorice	Knorr	Leave No Food Behind	Unilever
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
King James Group	Newlands Spring Brewery	Not that Newlands	AB InBev
King James Group & 42 Digital	Sanlam Financial Products	Conversations with Yourself	Sanlam
TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet
The MediaShop	Data Bundles	Skip to the best bits	Cell C
<b>Display Advertising</b>			
Publicis Machine	Mercedes- Benz	Magic Body Control	Mercedes- Benz
Hoorah Digital		#VaxTheNation	Nedbank
Hoorah Digital & The Odd Number	Personal Loans	Nedbank Personal Loans	Nedbank
TBWA Hunt Lascaris Johannesburg	Doom	The Most Annoying Banner	Tiger Brands
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
Gorilla	Shield Deodorant	Pressure Moments	Unilever
Joe Public Connect	Black	The Timeline Takeover	Black
<b>E-Commerce Sites</b>			
King James Group	Blue Ladder Schools	Shop for Good	Sanlam
<b>Electronic Newsletters</b>			
Primedia Broadcasting	News	Keeping Watch Over the CT Water Crisis	CapeTalk
24.com a Division of Media24	Business Insider South Africa	Business Insider South Africa	Business Insider South Africa
<b>Email, Direct &amp; Inbound Marketing</b>			
Gorilla	Bio-Strath	Survivor Tree- Email	SA Natural Products
<b>Games</b>			
Ogilvy	Brand	Shake Every Day	Vodacom
<b>Influencer Marketing</b>			
Eclipse PR & King James Group	NETFLIX	MAN IN A VAN	NETFLIX
Digitas Liquorice	Magnum	Magnum x MaXhosa	Unilever
Publicis Machine	Influencer Packs	Martell VSSD Influencer Packs	Martell Cognac
Hellocomputer, FCB Africa	Red Heart Rum	The Heart Effect	Pernod Ricard
Ogilvy	DStv	DStv #Fanalysis Chat Group	MultiChoice
VML South Africa (Pty) Ltd	Absolut Vodka	Absolut One Source Live	Absolut Vodka, Pernod Ricard South Africa
TBWA Hunt Lascaris Johannesburg	MTN Brand	#RIPFreeTwitter	MTN
VML South Africa (Pty) Ltd	Standard Bank SE Banking	My Fearless Next	Standard Bank

Ogilvy	Skip	End of Fast Fashion	Unilever
Ogilvy	Nimue	#NoMakeUpBride	Nimue
Ogilvy	DStvPremium	Watch It Your Way	MultiChoice
Gorilla	Shield Deodorant	#ShieldReady	Unilever
<b>Innovative use of Media</b>			
Publicis Machine	Mercedes- Benz	Magic Body Control	Mercedes- Benz
BrandTruth & Sprout & Ad Dynamo (SnapChat)	FNB	FNB App 6.0 Snap Lens	First National Bank, South Africa
Ogilvy	Streetwise 2	Make a Meal of it.	KFC
TBWA Hunt Lascaris Johannesburg	Doom	The Most Annoying Banner	Tiger Brands
Associated Media Publishing	Ready To Shop	Ready To Shop	Ready To Shop
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
Dentsu Redstar	Heineken Original	UEFA Champions League - Aurora	Heineken
The MediaShop	Data Bundles	Skip to the best bits	Cell C
Joe Public Connect	SAB Entrepreneurship	Your Business In Lights Billboard	South African Breweries
<b>Integrated Mixed Media Campaign</b>			
Promise	Brand	Break the stereotype	Professional Provident Society
King James Group	Financial Services	Sanlam 100 Years   Integrated Campaign	Sanlam
Playmakers Sponsorship and Marketing CC	Coca-Cola	#CokeScoreChallenge	Coca-Cola
VML South Africa (Pty) Ltd	Absolut Vodka	Absolut One Source Live	Absolut Vodka, Pernod Ricard South Africa
King James Group	Blue Ladder Schools	Shop for Good	Sanlam
King James Group	Sanlam Financial Products	Conversations with Yourself	Sanlam
Ogilvy	Carling Black Label	#NoExcuse	ABInBev
VML South Africa (Pty) Ltd	Standard Bank SE Banking	My Fearless Next	Standard Bank
Retroviral	M-NET Survivor	Outwit. Outplay. Outdoor	M-NET
The Jupiter Drawing Room Cape Town		Effing Fast	Webafrica
Hellocomputer/FCB Africa	Absa ChatBanking on WhatsApp	ChatBanking	ABSA
Gorilla	Shield Deodorant	Be The Next champion	Unilever
King James Group	2 Minute Shower Songs	2 Minute Shower Songs	Sanlam
<b>Interactive Mixed Media</b>			
Associated Media Publishing	Ready To Shop	Ready To Shop	Ready To Shop
Retroviral	M-NET Survivor	Outwit. Outplay. Outdoor	M-NET
King James Group	2 Minute Shower Songs	2 Minute Shower Songs Press Goodluck	Sanlam
King James Group	2 Minute Shower Songs	2 Minute Shower Songs Press Kwesta	Sanlam
King James Group	2 Minute Shower Songs	2 Minute Shower Songs Press M Casa	Sanlam
King James Group	2 Minute Shower Songs	2 Minute Shower Songs Press Springbok Nude	Sanlam
<b>Internet of Things</b>			
Publicis Machine	Bottle Operated Table	Stones BOT	Stones
Accenture		Nedbank Smart Geyser	Nedbank
<b>Live Event Coverage</b>			
Edge Digital Agency (pty) Ltd		Live stream of the Judicial interviews	Judges Matter
24.com a Division of Media24	Live Event Coverage	#ANCVotes	News24
<b>Microsites</b>			
King James Group	Financial services	Sanlam 100 Year   Microsite	Sanlam
King James Group	Blue Ladder Schools	Shop for Good	Sanlam
Clockwork Media		Xong	Xbox
Hellocomputer, FCB Africa	L'Atelier art competition	L'Atelier 2018	Absa - L'Atelier
<b>Mobile Apps</b>			
Ogilvy	Brand	Shake Every Day	Vodacom
Arc Interactive		Dis-Chem Mobile App	Dis-Chem
<b>Mobile Campaign</b>			
Hellocomputer, FCB Africa	Department of Education	Raise your voice. Not your phone.	Western Cape Government
www.vicinity-media.com	Zinger	KFC Zinger	KFC
Mobitainment, ARC South Africa, Asakhane	Royco	Royco Rewards	MARS Africa



Ogilvy	Network: Super 4G Coverage	Super Proposal Facebook Canvas	Vodacom
Ogilvy	Brand	Shake Every Day	Vodacom
Ogilvy	Cadbury P.S.	#SayItWithPS	Cadbury P.S.
TBWA Hunt Lascaris Johannesburg	MTN Brand	Ermagherd Girl	MTN
<b>Mobile Content</b>			
Mobi Media	VOD Portal	Jika TV	Jika TV
TBWA Hunt Lascaris Johannesburg	MTN Brand	WAFA WAFA TV	MTN
TBWA Hunt Lascaris Johannesburg	MTN Brand	Ermagherd Girl	MTN
24.com a Division of Media24	Business Insider South Africa	Business Insider South Africa	Business Insider South Africa
<b>Mobile Sites</b>			
Mobi Media		SA's Best Football Platform	Vodacom Soccer
Managed Mobile Services (Pty) Ltd	VOD Portal	Jika TV	Jika TV
<b>Native Advertising</b>			
King James Group	Sanlam Financial Services	The 200 Year Old	Sanlam
Between 10and5	Vodacom NXT LVL	Vodacom NXT LVL	Vodacom
Between 10and5	Adicolor Range	adidas Adicolour	adidas
<b>News Innovation</b>			
Tiso Blackstar Group (Pty) Ltd	www.timesselect.co.za	Times Select	Times Select
24.com a Division of Media24	Land of Thirst: a 360 degree video ex	News24 Land of Thirst	News24
24.com a Division of Media24	Business Insider South Africa	Business Insider South Africa	Business Insider South Africa
<b>Online News Video</b>			
SABC	Online news videos	SABC News YouTube channel	SABC News
Primedia Broadcasting	News	The Zimbabwe Elections	Eyewitness News
Tiso Blackstar Group (Pty) Ltd	MultimediaLIVE	Mapping the murder of Hannah Cornelius	TimesLIVE
24.com a Division of Media24	News24 video	News24 video: Breaking news. First – and in vi	News24
<b>Online Video</b>			
Eclipse PR & King James Group	NETFLIX	MAN IN A VAN	NETFLIX
King James Group		Sanlam 100 Year   Online Video Campaign	Sanlam
Hellocomputer, FCB Africa	Department of Education	Raise your voice. Not your phone.	Western Cape Government
Ogilvy	Streetwise 2	Make a Meal of it.	KFC
Net#work BBDO	S-Class	Return to Chapman's Peak	Mercedes-Benz
King James Group		Fabric	Siemens
King James Group	Newlands Spring Brewery	Not that Newlands	AB InBev
VML South Africa (Pty) Ltd	Vodka	Africa on Fire	Absolut vodka
Ogilvy	Video Play	Entertainment Your Way	Vodacom
Ogilvy	NXT LVL	NXT LVL - We Hear You	Vodacom
Ogilvy	Carling Black Label	Bold Brave Strong	AB InBev
Ogilvy	Carling Black Label	Raising Champions - Father's Day	AB InBev
Ogilvy	Carling Black Label	Raising Champions - Mother's Day	AB InBev
TBWA Hunt Lascaris Johannesburg (Pty) Ltd	Nissan Intelligent Mobility	Nissan Intelligent Mobility 6 second ads	Nissan
Hellocomputer/FCB Africa	Absa ChatBanking on WhatsApp	ChatBanking	ABSA
Hellocomputer/FCB Africa	South African Tourism	Bheki The Mhaco Maker	South African Tourism
King James Group	Sanlam Disability products	On Life and Surprises	Sanlam
King James Group	Sanlam Financial Savings products	On Life and Planning	Sanlam
Publicis	A-Class	Hey Mercedes	Mercedes-Benz
24.com a Division of Media24	News24 Video Series	News24 Mzansi, Through Her Eyes	News24
Showmax & Sketchbook Studios	Tali's Wedding Diary	Tali's Wedding Diary	Showmax
The MediaShop	Data Bundles	Skip to the best bits	Cell C
Joe Public Connect	Black	Boring Pre-roll Ads	Black
<b>Online Video Channels</b>			
Ogilvy	Video Play	Entertainment Your Way	Vodacom
Ogilvy	NXT LVL	NXT LVL - We Hear You	Vodacom
<b>Online Video Series</b>			
Ogilvy	DStv	The Other Host Nation	MultiChoice

TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet
Publicis	GLC 63 AMG	#ThereGoesTheNeighbourhood	Mercedes-Benz
<b>Organic Search Marketing</b>			
Hoorah Digital	Outdoor Footwear	Taxonomy Optimisation	Hi-Tec
Rogerwilco		Dialling Down the Call Centre	WesBank
Performics	Fixodent	Fixodent Organic Search	Procter & Gamble
<b>Paid Search Marketing</b>			
Hoorah Digital & The Odd Number	Personal Loans	Nedbank Personal Loans	Nedbank
Hoorah Digital	Outdoor Footwear	Performance in Search Attribution	Hi-Tec
DataCore Media		SA's no.1 home shopping retailer	Homechoice
Rogerwilco		Beating the Index	Satrix
VML South Africa (Pty) Ltd	Full Chicken, Burgers, Chicken Platter	Nando's Ecommerce Shopping Ads	Nando's
Ogilvy	Neurobion	Neurobion	Neurobion
Performics	NIDO	NIDO Kids Always On	Nestle
PHD Media South Africa Pty Ltd	All Capitec's Products	Capitec Always-On Search	Capitec
The MediaShop	Fishaways	Food for thought...	Fishaways
<b>Platform Innovation</b>			
Publicis Machine		Red Bull Studios Algorhythm	Red Bull Studios
Publicis Machine	Bottle Operated Table	Stones BOT	Stones
Mobitainment, ARC South Africa, Asakhane	Royco	Royco Rewards	MARS Africa
Mobi Media		SA's Best Football Platform	Vodacom Soccer
Ogilvy	DStv	DStv #Fanalysis Chat Group	MultiChoice
<b>Podcasts &amp; Audio Streaming</b>			
Primedia Broadcasting	News	Poisonous Bullets	Eyewitness News
<b>Public Service &amp; NPO platforms</b>			
Hellocomputer, FCB Africa	Department of Education	Raise your voice. Not your phone.	Western Cape Government
Arc Interactive		Cell C Girl Website	Cell C Girl
Arc Interactive		Chorma Website	HIVSA
<b>Publisher Sites</b>			
Mobi Media	VOD Portal	Jika TV	Jika TV
The Citizen, a division of CTP Limited		citizen.co.za - an example of what can be achi	The Citizen - citizen.co.za
Tiso Blackstar Group (Pty) Ltd	www.timesselect.co.za	Times Select	Times Select
Tiso Blackstar Group (Pty) Ltd	www.sowetanlive.co.za	SowetanLIVE	SowetanLIVE
24.com a Division of Media24	Business Insider South Africa	Business Insider South Africa	Business Insider South Africa
<b>Second Screen Campaign</b>			
Levergy, CopperTable, T+W	FIFA World Cup Broadcast	FIFA World Cup: Connect with Greatness	SuperSport
Ogilvy	DStv	DStv #Fanalysis Chat Group	MultiChoice
<b>Social Communities</b>			
Retroviral		Smashing Social	RocoMamas
TBWA Hunt Lascaris Johannesburg	MTN Brand	D-Live	MTN
Publicis	Social Platforms	Mercedes-Benz	Mercedes-Benz
<b>Social Media Campaigns</b>			
Ogilvy	Castle Lite	#HoldMyBeer	Castle Lite
Hellocomputer, FCB Africa	Department of Education	Raise your voice. Not your phone.	Western Cape Government
Ogilvy	KFC	KFC Black Fried-Day	KFC
Promise	Brand	Break the stereotype	Professional Provident Society
Hellocomputer, FCB Africa	Netflorist Online Delivery	#LoveEveryone	Netflorist
Playmakers Sponsorship and Marketing CC	Coca-Cola	#CokeScoreChallenge	Coca-Cola
Ogilvy	Polo	#Marco #Polo	Volkswagen
King James Group	Newlands Spring Brewery	Not that Newlands	AB InBev
King James Group	Sanlam Financial Products	Conversations with Yourself	Sanlam
VML South Africa (Pty) Ltd	Brand	#BankMySummer	Standard Bank
VML South Africa (Pty) Ltd	Full chicken and 4 sides	#GetItTogether	Nando's
TBWA Hunt Lascaris Johannesburg	MTN Brand	WAFA WAFA TV	MTN
Ogilvy	Castle Lager	#SmashTheLabel	AB InBev - Castle Lager



TBWA Hunt Lascaris Johannesburg	MTN Brand	Ermagherd Girl	MTN
VML South Africa (Pty) Ltd		Student Achiever: #IAmMyNext	Standard Bank
TBWA Hunt Lascaris Johannesburg	Joburg Ballet	Breaking Ballet	Joburg Ballet
VML South Africa (Pty) Ltd	Nando's Quarter Chicken meal	#StillDezember Excuses	Nando's
Hellocomputer/FCB Africa	ABSA Brand	Africanacity Brand Campaign	ABSA
Hellocomputer/FCB Africa	South African Tourism	Bheki The Mhaco Maker	South African Tourism
Publicis	A-Class	Hey, Mercedes	Mercedes-Benz
Publicis	GLC 63 AMG	#ThereGoesTheNeighbourhood	Mercedes-Benz
Mortimer Harvey		Posthumous Posts	RAF (Road Accident Fund)
Promise	Cement	ConCreativity	AfriSam
Showmax	The Comedy Central Roast Of Somizi	The Comedy Central Roast Of Somizi	Showmax
Showmax & Sketchbook Studios	Tali's Wedding Diary	Tali's Wedding Diary	Showmax
Cerebra (WundermanSA)	Corporate	#SANBeerDay	AB InBev
Joe Public Connect	Black	The Future of Entertainment	Black
Joe Public Connect	South African Breweries	Beer Finder 2018	South African Breweries
The MediaShop	On The Double	Christopher enhances social sentiment	Debonairs Pizza
<b>Social Media Innovation</b>			
Carat		Snap Africanacity	ABSA
Ogilvy	Network: Super 4G Coverage	Super Proposal Facebook Canvas	Vodacom
Publicis	A-Class	Hey Mercedes	Mercedes-Benz
<b>Social Media News Coverage</b>			
Cerebra (WundermanSA)	Absa	Taking the BS out of the Budget Speech	Absa
Cerebra / Ideation Station	Budweiser & Castle Lager	How to win a World Cup	AB InBev
<b>Social Paid Advertising</b>			
BrandTruth & Sprout & Ad Dynamo (SnapChat)	FNB	FNB App 6.0 Snap Lens	First National Bank, South Africa
Honeykome (Pty) Ltd		Dough of Destiny	Domino's Pizza
King James Group	Sanlam Financial Services	The 200 Year Old	Sanlam
Carat		Live Drone Show	ABSA
Promise	Brand	Break the stereotype	Professional Provident Society
Hellocomputer, FCB Africa	Netflorist Online Delivery	#LoveEveryone	Netflorist
Digitas Liquorice	Knorr	Leave No Food Behind	Unilever
Ogilvy	Viagra	Life Uncensored	Pfizer
Ogilvy	Nimue	#NoMakeUpBride	Nimue
Ogilvy	Polo	#Marco #Polo	Volkswagen
King James Group	Newlands Spring Brewery	Not that Newlands	AB InBev
King James Group & 42 Digital	Sanlam Financial Products	Conversations with Yourself	Sanlam
VML South Africa (Pty) Ltd	Standard Bank (Brand & Sponsorship)	Africa Month (Love Letter To Africa)	Standard Bank Group
TBWA Hunt Lascaris Johannesburg (Pty) Ltd	Nissan Intelligent Mobility	Nissan Intelligent Mobility 6 second ads	Nissan
Hellocomputer/FCB Africa	Sunlight Laundry Bar	Sunlight Since Since	Unilever
Hellocomputer/FCB Africa	Card Usage	Swiish Music Video	ABSA
Ogilvy	Castle Lager	Mvember	AB InBev - Castle Lager
Mortimer Harvey		Posthumous Posts	RAF (Road Accident Fund)
Performics	X-Class	X-Class Launch	Mercedes-Benz
The MediaShop	On The Double	Christopher enhances social sentiment	Debonairs Pizza
Joe Public Connect	Black	The Future of Entertainment	Black
<b>Specialist Publisher Sites</b>			
Between 10and5	BAYEZA18	BAYEZA18	10and5
Independent Media	Local isiZulu Digital Newspaper	Issolezwe Website - IsiZulu	Issolezwe News
24.com a Division of Media24	News24	News24 Fake News Exposed	News24
24.com a Division of Media24	News24 Mandela100	News24 Mandela100	News24
<b>Use of CRM, Loyalty Programs &amp; Gamification</b>			
Ogilvy	Polo	#Marco #Polo	Volkswagen
Mobitainment, ARC South Africa, Asakhane	Royco	Royco Rewards	MARS Africa
Ogilvy	Brand	Shake Every Day	Vodacom

VML South Africa (Pty) Ltd	Standard Bank UCount Rewards Prog	UCount Quiz Bot	Standard Bank
<b>Use of Programmatic Media</b>			
Honeykome (Pty) Ltd		Dough of Destiny	Domino's Pizza
VML South Africa (Pty) Ltd	Engagement Rings	Drop the Hint	American Swiss Jewellers
<b>Use of User-Generated Content</b>			
Playmakers Sponsorship and Marketing CC	Coca-Cola	#CokeScoreChallenge	Coca-Cola
VML South Africa (Pty) Ltd	Full chicken and 4 sides	#GetItTogether	Nando's
VML South Africa (Pty) Ltd	Standard Bank (Brand & Sponsorship)	Africa Month (Love Letter To Africa)	Standard Bank Group
Publicis	A-Class	Hey Mercedes	Mercedes-Benz
<b>User-Generated Content</b>			
24.com a Division of Media24	News24 Mandela100	News24 Mandela100	News24
<b>VR &amp; AR</b>			
Elevator	Apparel and Footwear	Live Supernatural	Hi-tec
TBWA Hunt Lascaris Johannesburg	MTN Brand	Mc Drop	MTN
<b>Web Apps</b>			
Plus Narrative (pty) Ltd		Bankabed	Bankabed
Hellocomputer, FCB Africa	L'Atelier art competition	L'Atelier 2018	Absa - L'Atelier

To get tickets, click [here](#). If you would like more information on the awards, click [here](#).

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#### IAB South Africa



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