

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.



MARKETING & MEDIA

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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 |

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|--|----------------------|------------------------------|---|
| 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 | Mkwena | 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 | Mkoena | 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 | Mpeta | 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 | Gatare | 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 | | | |
| Kalliebree | 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 |

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| 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 | Mbbtainment | Marketing Director |
| Lara | Pietersen | Wunderman Thompson | Senior Customer Experience Consultant |
| Gemari | 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 Westhuizen | 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.

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