

IAB SA Bookmark Awards 2023 finalists announced

The IAB South Africa has unveiled the finalists of the 2023 Bookmark Awards.



Image supplied.

In partnership with Accenture Song, the 15th annual awards ceremony will recognise and celebrate excellence in digital media and marketing innovation at the Vodacom Dome in Midrand on Thursday, 27 July.

“In an era where digital technology has advanced to bring us AI generative tools, a Bookmark award represents the epitome of marketing creativity,” says Razia Pillay, CEO at IAB South Africa.

“Specifically in South Africa, where human-centricity is highly regarded, the use of and collaboration with these tools by our industry peers are a testament to their creative ingenuity.”



#Bookmarks2023: IAB South Africa 2023 Bookmark Awards sponsors announced

14 Jun 2023



Eight distinguished categories

Each iteration of the awards honours works across eight distinguished categories, including Platforms, Communities, Channels, Emerging Digital Technologies & Channels, Publishing, Campaign, Craft Awards and Special Honours.

This year's finalists were selected by an esteemed panel of jurors from across the industry, led by Bookmarks' jury president Khensani Nobanda, group executive for marketing and corporate affairs at Nedbank and a Nedbank Group executive leadership member.

Finalists showcase

Pillay, Nobanda and the IAB South Africa are pleased to also present the first Finalists' Showcase at The Tryst in Johannesburg a day before the awards ceremony.

“The Finalists’ Showcase is a direct response to feedback from the industry, who requested that IAB South Africa and the Bookmarks include more interactive aspects to the awards this season,” adds Nobanda.

“The Awards are a crucial display of the incredibly impactful work created by the industry and the Showcase provides an opportunity for insight and engagement with this year’s Bookmarks’ hopefuls.”

The finalists 2023

PLATFORMS			
Brand, Commercial & Retail Websites			
Entrant	Brand	Title	Product
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
So Interactive and MakeReign	Ocean Basket	Global website	Global website
MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation
E-commerce Websites			
Dash Digital Studio	Lemkus	Lemkus e-commerce	E-commerce website
Dash Digital Studio	Fitsole	Fitsole e-commerce	E-commerce website
Public Service & NPO Platforms			
Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Digify Africa	Meta	The DigiBot – Solving Education In Africa One WhatsApp At A Time	The DigiBot
Web Applications			
Digitas Liquorice	Unilever	Hygiene Heroes	Hygiene products
Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Grey Advertising Africa	Distell	GuGU	Savanna Cider
Mobile Applications			
Hoorah	Nestlé	Nestlé Belly Besties	Educational game
King James Group (part of Accenture Song)	Santam	Santam Guardians	Santam
Woolworths and MakeReign	Woolworths	Introducing the most feature-rich retail app in SA	Woolworths
PlusNarrative	SPAR	SPAR2U	SPAR2U grocery delivery app
Kilmer & Cruise	Hill's Pet Nutrition	Hill's Pet Matchmaker App	Pet Matchmaker app
Mobile Websites			
Joe Public	Chicken Licken	Love Me Tender	Love Me Tender Burger
Dash Digital Studio	Lemkus	Lemkus e-commerce	E-commerce website
Dash Digital Studio	Fitsole	Fitsole e-commerce	E-commerce website
Dash Digital Studio	SWAG	SWAG marketing website	Marketing website
Games			
Hoorah	Nestlé	Nestlé Belly Besties	Educational game
Digitas Liquorice	Unilever	Hygiene Heroes	Hygiene products
King James Group (part of Accenture Song)	WESGRO	Play before you stay	Western Cape Tourism

King James Group (part of Accenture Song)	Game	The Black Friday Game Game	Game
Ogilvy	KFC	KFC MicroSoccer	KFC e-commerce
Platform Innovation			
Digitas Liquorice	Sanlam	Automated Estate Reporting	Automated estate reporting
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
King James Group (part of Accenture Song)	WESGRO	Play before you stay	Western Cape Tourism
King James Group (part of Accenture Song)	Santam	Santam Guardians	Santam
Vicinity Media	Vicinity Media and Location Bank	AdTrust	AdTrust
Woolworths and MakeReign	Woolworths	Introducing the most feature-rich retail app in SA	The Woolworths app
Techsys Digital	Takealot	#Unwrapalot – The Shoppable TikTok Filter	Takealot
Techsys Digital	Takealot	The AI-Powered WhatsApp Retail Therapist	Takealot
Digify Africa	Meta	The DigiBot – Solving Education In Africa One WhatsApp At A Time	The DigiBot
MakeReign and Dentsu Creative	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
ShopriteX	Checkers	Xtra Savings Sixty60 Integration	Sixty60
Brand System or Brandfile Platform			
Prodigious and NestléOne	Nestlé	Nestlé Content Café	Nestlé coffees
Customer Experience Design			
Digitas Liquorice	Sanlam	Automated Estate Reporting	Automated estate reporting
Woolworths and MakeReign	Woolworths	Introducing the most feature-rich retail app in SA	The Woolworths app
MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation
Helm and DSTv	DStv	DStv Assist Self-Service	DStv Assist
Ogilvy South Africa	Colgate	Colgate – Personalise Your Smile	Colgate CRM
COMMUNITIES			
Social Communities			
Entrant	Brand	Title	Product
VMLY&R South Africa	Vodacom	Vodacom DiscovHer	Social
VMLY&R South Africa	Vodacom	Vodacom LoveNotes	Social
King James Group (part of Accenture Song)	Engen	Engen Social Communities	Engen
Wunderman Thompson	South African Tourism	SA Tourism – #XibelaniMoves	South African Tourism
22Ours	SuperSport United	Rowen Williams Farewell	SuperSport United Football Club
Machine_	Heineken	The AI-Invitational	Heineken brand
Digitas Liquorice	South African Tourism Domestic	The Great South African Sale	Sho't Left
Ogilvy South Africa	Ab InBev	Bread of the Nation	Castle Lager
Ogilvy South Africa	Ab InBev	#Carling Cup. Talk up your team	Carling Black Label
Ogilvy South Africa	Ab InBev	Liten up	Castle Lite
Use of User-Generated Content			
Iconic Collective	Makro	Voice of Makro	Festive and Back To deals
Hoorah	Avon	Hydramatic	Cosmetics
Wavemaker Pty Ltd	Netflix	Hashtag It's a Bridgerton Affair	Bridgerton Season 2
Wunderman Thompson	Fanta	#WhatTheFanta Flavour Search	#WhatTheFanta flavour
Ogilvy South Africa	Cadbury	Cadbury Homegrown Stories	Cadbury
Social Media Campaigns			
Joe Public	Chicken Licken	Love Me Tender	Love Me Tender Burger
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
EssenceMediacom	Gillette	Indoda Can Shave	Gillette SkinGuard Razor
Hellosquare	Eat Well Live Well	Changing bad habits into good ones in 28 days	Eat Well Live Well Nutrition Initiative
Hellosquare	KOO	From Tweets to Eats: Turning Emojis into Meal Inspiration	KOO range
VMLY&R South Africa	Vodacom	Vodacom LoveNotes	Social

King James Group (part of Accenture Song)	Sanlam	Li:FE of Confidence	Group brand
King James Group (part of Accenture Song)	Edward Snell & Company	The Water Walk	Glenfiddich
Joe Public	Nedbank	New Bank	Nedbank
King James Group (part of Accenture Song)	Marmite	New & UNimproved	Marmite
Wunderman Thompson	South African Tourism	SA Tourism – #XibelaniMbves	South African Tourism
Dentsu Creative	AB InBev	Trophy Reclaim Your DNA	Trophy Stout
So Interactive	Vulpro	Pair if you care	Vulpro Rehabilitation
So Interactive	Pernod Ricard	Phakamisa iSpirit	Phakamisa iSpirit
Have You Heard	Toyota	Thumberdome	The Toyota Gaming Engine
Celebrity Service Africa	Corona	Corona's Creator Network	Beer brand
ShopriteX	Checkers Sixty60	Sixty60 Xtra Xtra App-Only Deals	Checkers Sixty60
Wunderman Thompson	Standard Bank	Save for it with Donovan Goliath	Savings account
Machine_	Heineken	The All-Invitational	Heineken brand
FCB Africa	Tiger Brands	KOOking in the dark	KOO
TBWA\Hunt Lascaris	McDonald's South Africa	Meal Matchmaking	Valentine's Day
Machine _	Prime Video	Jack Ryan Content Calendar	Jack Ryan Season 3
Digitas Liquorice	South African Tourism Domestic	The Great South African Sale	Sho't Left
Wunderman Thompson	Fanta	#WhatTheFanta Flavour Search	#WhatTheFanta flavour
South African Breweries (Pty) Ltd	Brutal Fruit	#TurnTwitterPositive	Beverage
McCann Joburg	Nestlé	Joy of Inclusion_Albinism	Cremora
McCann Joburg	Nestlé	Joy of Inclusion_Depression_Zoleka	Cremora
Ogilvy South Africa	KFC	Anything for the Taste	KFC
Ogilvy South Africa	KFC	PI Diaries	KFC
Ogilvy South Africa	Volkswagen South Africa	#VWDezemba	VW commercial vehicles
Ogilvy South Africa	KFC	KFC MicroSoccer	KFC e-commerce
Ogilvy South Africa	AB InBev	#Carling Cup. Talk up your team	Carling Black Label
Ogilvy South Africa	AB InBev	Liten Up	Castle Lite
Online Video Channels			
Retroviral and Panther Punch	Ultra Pet	My Best Friend	Ultra Pet
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
Digitas Liquorice	YouTube	Made in Mzansi	Streaming service
VMLY&R South Africa	Google	Google #Lookmeup	App
Influencer Marketing			
Hoorah	Hi-Tec	Hi-Tec Freedom Shared	Shoe
Freshive	Johnnie Walker	Keep Walking Africa Top 30	Johnnie Walker
Digitas Liquorice	YouTube	Made in Mzansi	Streaming service
EssenceMediacom	Gillette	Indoda Can Shave	Gillette SkinGuard Razor
King James (part of Accenture Song)	Sanlam	Li:FE of Confidence	Group brand
King James (part of Accenture Song)	Edward Snell & Company	The Water Walk	Glenfiddich
Joe Public	Nedbank	New Bank	Nedbank
Wunderman Thompson	South African Tourism	SA Tourism – #XibelaniMbves	South African Tourism
Celebrity Service Africa	Corona	Corona's Creator Network	Beer brand
Hoorah	Avon	Hydramatic	Cosmetics
Happy Friday Creative	Lenovo	The Soft Life with Dr Musa	P11 tablet
MultiChoice	DStv	DStv Rewards Quiz	DStv Rewards
FCB Africa	Tiger Brands	KOOking in the dark	KOO
MSL	Nedbank	Private Clients Launch	Private Clients account
Ogilvy South Africa	KFC	Anything for the Taste	KFC
Ogilvy South Africa	KFC	PI Diaries	KFC
Ogilvy South Africa	KFC	KFC MicroSoccer	KFC e-commerce
Ogilvy South Africa	Ab InBev	Liten Up	Castle Lite

Social Media Innovation			
8909	Paramount Africa	Social and organic – an unlikely match made in revenue heaven	BET Africa, MTV Africa, Comedy Central Africa, Nickelodeon Africa
Sprout Performance Partners	First National Bank (FNB)	Moonshot – brand refresh	Brand and app refresh
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Techsys Digital	Takealot	#Unwrapalot – The Shoppable TikTok Filter	Takealot
Techsys Digital	Takealot	The AI-Powered WhatsApp Retail Therapist	Takealot
Techsys Digital	Takealot	#ShopLive – The Interactive Livestream Instagram Bot	Takealot
Ogilvy	KFC	KFC MicroSoccer	KFC e-commerce
CHANNELS			
Paid Search Marketing			
Entrant	Brand	Title	Product
MTN	MTN	More sales. More wins. Less spend.	Paid search
LuckyHustle	MTN	The Big Upgrades Uptake	Online marketing upgrades
Lucid Performance Media	Renault SA	Renault SA Search Overhaul	Renault vehicles
Standard Bank	Standard Bank	Credit Card Always On 2022	Credit card
Mindshare South Africa (Gauteng) (Pty) Ltd	Kotex	Kotex Google Search Innovation	Kotex
Organic Search Marketing			
MTN	MTN	Over 600 stores, product and service listings. One unmissable message.	Website
VMLY&R South Africa	Google	Google #Lookmeup	App
Display Advertising			
VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
Ogilvy South Africa	KFC	Fill Up for R5	KFC meal upsize for R5
Native Advertising			
Adspace24	Food Lover's Market	Adspace24 – News24 in partnership with Food Lover's Market: Feed Mzansi	Feed Mzansi
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Online Video Series			
VMLY&R South Africa	Google	Google #Lookmeup	App
Hellosquare	Eat Well Live Well	Changing bad habits into good ones in 28 days	Eat Well Live Well Nutrition Initiative
Duma Collective	MultiChoice	ORIGINS	Video content series
FCB Africa	NetFlorist	Little Acts	NetFlorist
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
MultiChoice	kykNET	Kassie-Kuiers	kykNET
Ogilvy South Africa	KFC	Fill Up for R5	KFC meal upsize for R5
Ogilvy South Africa	KFC	PI Diaries	KFC
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Content Marketing Strategy			
Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Investec	Investec	Focus content marketing platform	Focus
Wunderman Thompson	Fanta	#WhatTheFanta Flavour Search	WhatTheFanta flavour
Ogilvy South Africa	Volkswagen South Africa	#VWDezembra	VW commercial vehicles
Social Paid Advertising			
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
King James Group (part of Accenture Song)	Marmite	New & UNimproved	Marmite
The Mediashop and Lucid Performance Media	Steers	Mb'Mjojo Burger Meal	Mb'Mjojo burger
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Dentsu Performance	NIVEA	Radiant & Beauty Launch	Radiant & Beauty
Ogilvy South Africa	KFC	Fill Up for R5	KFC meal upsize for R5
Innovative Use of Media			

VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
Hellosquare	KOO	From Tweets to Eats: Turning Emojis into Meal Inspiration	KOO range
Hoorah	Distell	Pata Pata Reimagined	Bain's Whisky
Techsys Digital	Takealot	#Unwrapalot – The Shoppable TikTok Filter	Takealot
Techsys Digital	Takealot	The AI-Powered WhatsApp Retail Therapist	Takealot
Techsys Digital	Takealot	#ShopLive – The Interactive Livestream Instagram Bot	Takealot
Email, Direct & Inbound Marketing			
Lumico (Pty) Ltd	Drakenstein Municipality	Vars e-newsletter	Community e-magazine
Machine_	Sanlam Retail Mass	Sanlam Retail Mass overcomes email fatigue to increase staff engagement	Sanlam Retail Mass internal communications
ShopriteX	Xtra Savings	Checkers Xtra Savings Personalised Offers for You	Offers for You
Ogilvy South Africa	Colgate	Colgate – Personalise Your Smile	Colgate CRM
Use of Programmatic Media			
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
Rookdigital	KFC	Location is key	Month-end campaign
Rookdigital	Savanna	Savanna Can	Savanna Can launch
iProspect – A Dentsu Company	MultiChoice	FIFA World Cup Data-Driven Campaign	DStv and GOtv
Digital Installations & Activations			
iProspect – A Dentsu Company	MultiChoice	MultiChoice Drives Dynamic Creative in DOOH	DStv
TTG Communications (Pty) Ltd t/a Two Tone Global	Nestlé	Touchless Innovative Ricoffy n'ICE	Ricoffy n'ice
Machine_	Heineken	The AI-Invitational	Heineken brand
Ogilvy South Africa	Volkswagen South Africa	The Blind Spot	Blind-spot monitor
Online Video			
Retroviral and Panther Punch	Ultra Pet	MyBest Friend	Ultra Pet
Hoorah	Distell	Pata Pata Reimagined	Bain's Whisky
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
King James Group (part of Accenture Song)	Edward Snell & Company	The Water Walk	Glenfiddich
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Ogilvy South Africa	KFC	Anything for the Taste	KFC
Ogilvy South Africa	Ab InBev	Liten Up	Castle Lite
Use of CRM, Loyalty Programmes & Gamification			
Clockwork Digital (Pty) Ltd	Xbox	Hogwarts Legacy: Magical Beasts	Hogwarts Legacy: Magical Beasts
Clockwork Digital (Pty) Ltd	Xbox	Black Panther: Wakanda Forever	Black Panther: Wakanda Forever
Ogilvy South Africa	Colgate	Colgate – Personalise Your Smile	Colgate CRM
Ogilvy South Africa	Ab InBev	The Foam Knows	Carling Black Label
Channel Innovation			
8909	Paramount Africa	How we turned organic Facebook and YouTube into a money-making machine	BET Africa, MTV Africa, Comedy Central Africa, Nickelodeon Africa
VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
Mark1	RE/MAX	A world-first pDOOH media buy	RE/MAX sign you want
King James Group (part of Accenture Song)	WESGRO	Playbefore you stay	Western Cape Tourism
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Techsys Digital	Takealot	The AI-Powered WhatsApp Retail Therapist	Takealot
Techsys Digital	Takealot	#ShopLive – The Interactive Livestream Instagram Bot	Takealot
Campaign / Microsites			
Levergy	Nedbank	Tasting Notes: A Story of Sound and Wine	Banking
Joe Public	Nedbank	New Bank	Nedbank
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand

Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Bots, Messaging & Dark Social			
Helm	DStv	DStv Assist Self-Service	DStv Assist
Podcasts & Audio Streaming			
Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Investec	Investec	No Ordinary Wednesday	Podcast series on Investec Focus Radio SA
Interactive Mixed Media			
Dentsu Creative and MakeReign	AB InBev	Trophy Reclaim Your DNA	Trophy Stout
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Grey Advertising Africa	Distell	Comedy Bar NFT	Savanna Cider
Ogilvy South Africa	Volkswagen South Africa	The Blind Spot	Blind-spot monitor
Ogilvy South Africa	Ab InBev	#Carling Cup. Talk up your team	Carling Black Label
EMERGING DIGITAL TECHNOLOGIES & CHANNELS			
Virtual Reality (VR) & Augmented Reality (AR)			
Entrant	Brand	Title	Product
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
MakeReign and Dentsu Creative	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
Ogilvy	KFC	KFC MicroSoccer	KFC e-commerce
Artificial Intelligence			
ShopriteX	Checkers Sixty60	Sixty60 Love Bot (Romance on Demand)	Checkers Sixty60
Techsys Digital	Takealot	The AI-Powered WhatsApp Retail Therapist	Takealot
PUBLISHING			
Publisher Sites			
Entrant	Brand	Title	Product
News24	News24	News24 – Trust, at Scale	News24
Specialist Publisher Sites			
Farmers For Change (Pty.) Ltd	Food For Mzansi Group	Health For Mzansi	Health For Mzansi website
Farmers For Change (Pty.) Ltd	Food for Mzansi Group	Food For Mzansi	Food For Mzansi website
News24	News24	CrimeCheck	CrimeCheck special site
News24	News24	News24 Impact Report	News subscription service
Email Newsletters & Marketing			
Farmers For Change (Pty.) Ltd	Food For Mzansi Group	Farmer's Inside Track	Farmer's Inside Track newsletter
Farmers For Change (Pty.) Ltd	Food For Mzansi Group	Health For Mzansi	Health For Mzansi newsletter
Farmers For Change (Pty.) Ltd	Food For Mzansi Group	Stories of Change	Stories of Change newsletter
News24	News24	Good Morning, SA	Online news service
AfrikaBurn	AfrikaBurn	P.O.E.P.H.O.L.	Annual AfrikaBurn experience
Social Media Content & Campaigns			
News24	News24	Let's talk about it	News subscription service
Data Strategy, Content & Campaigns			
News24	News24	CrimeCheck	CrimeCheck
Video Content & Campaigns			
Primedia Broadcasting	Eyewitness News	The Homeless Graduate – Gibson Nzimande's Story	Gibson Nzimande's story
News24	News24	When the Rains Came	News24
Live Event Content			
Joe Public	Chicken Licken	Love Me Tender	Love Me Tender burger
Farmers For Change (Pty.) Ltd	Food For Mzansi Group	Mzansi Young Farmers Indaba 2022	Food For Mzansi Young Farmers Indaba 2022
Ogilvy South Africa	Ab InBev	Bread of the Nation	Castle Lager
Audio Content & Campaigns			
Jacaranda FM	Jacaranda FM	True Crime South Africa – Die Afrikaanse Weergawe	Jacpod
Jacaranda FM	Jacaranda FM	#SafeSpace	Panda

East Coast Radio	East Coast Radio	April Fuel's Day	East Coast Radio
Publisher Innovation			
News24	News24	News24 On Air	News24
Publisher Brand-Building Campaigns			
East Coast Radio	East Coast Gold	Times Change, Music Doesn't	East Coast Gold
CAMPAIGN			
Digital Campaign Strategy			
Entrant	Brand	Title	Product
8909	Paramount Africa	How do you turn an organic social media channel into a budding entertainment platform?	BET Africa, MTV Africa, Comedy Central Africa, Nickelodeon Africa
VMLY&R South Africa	Google	Google #Lookmeup	App
VMLY&R South Africa	Hollard	Change Maker	Hollard Insurance
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
King James Group (part of Accenture Song)	Sanlam	Li:FE of Confidence	Group brand
Joe Public	Nedbank	New Bank	Nedbank
Net#work BBDO & OMD	Mercedes-Benz	Mercedes-Benz GLC Online Edition	Mercedes-Benz GLC
Ogilvy South Africa	KFC	Anything for the Taste	KFC
Ogilvy South Africa	KFC	PI Diaries	KFC
Ogilvy South Africa	KFC	Fill Up for R5	KFC meal upsize for R5
Ogilvy South Africa	Ab InBev	#Carling Cup. Talk up your team	Carling Black Label
Digital Integrated Campaign			
Joe Public	Chicken Licken	Love Me Tender	Love Me Tender burger
Hoorah	Hi-Tec	Hi-Tec Freedom Shared	Shoe
Levergy	Nedbank	Tasting Notes: A Story of Sound and Wine	Banking
King James Group (part of Accenture Song)	Sanlam	Li:FE of Confidence	Group brand
Dentsu Creative	AB InBev	Trophy Reclaim Your DNA	Trophy Stout
TBWA\Hunt Lascaris	McDonald's South Africa	Meal Matchmaking	Valentine's Day
Ogilvy South Africa	Cadbury	Cadbury Homegrown Stories	Cadbury
Ogilvy South Africa	KFC	Anything for the Taste	KFC
Ogilvy South Africa	Volkswagen South Africa	#WVDezemba	VW commercial vehicles
Ogilvy South Africa	Ab InBev	Liten Up	Castle Lite
Mobile Campaign			
VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
King James Group (part of Accenture Song)	Santam	Santam Guardians	Santam
Dentsu Creative and MakeReign	AB InBev	Trophy Reclaim Your DNA	Trophy Stout
TBWA\Hunt Lascaris	McDonald's South Africa	Meal Matchmaking	Valentine's Day
Wunderman Thompson	Fanta	#WhatTheFanta Flavour Search	#WhatTheFanta flavour
Ogilvy South Africa	Cadbury	Cadbury Homegrown Stories	Cadbury
Best Use of Data			
8909	Paramount Africa	Organic is dead? I think not. The Data made us do it!	BET Africa, MTV Africa, Comedy Central Africa, Nickelodeon Africa
Levergy	Nedbank	Tasting Notes: A Story of Sound and Wine	Banking
VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
King James Group (part of Accenture Song)	Santam	Santam Guardians	Santam
Iconic Collective	Makro	Black Friday	Black Friday Deals
Net#work BBDO & OMD	Mercedes-Benz	Mercedes-Benz GLC Online Edition	Mercedes-Benz GLC
ShopriteX	Xtra Savings	Checkers Xtra Savings Personalised Offers for You	Offers for You
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Ogilvy South Africa	Ab InBev	The Foam Knows	Carling Black Label
Integrated Mixed Media Campaign			
Hoorah	Hi-Tec	Hi-Tec Freedom Shared	Shoe
VMLY&R South Africa	Hollard	Change Maker	Hollard Insurance

VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Dentsu Creative	AB InBev	Trophy Reclaim Your DNA	Trophy Stout
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
ShopriteX	Checkers Sixty60	Sixty60 Cheaper to Get it Delivered	Checkers Sixty60
FCB Africa	Tiger Brands	KOOking in the dark	KOO
Showmax	Showmax	Steinheist	Steinheist documentary series
Ogilvy South Africa	KFC	Anything for the Taste	KFC
Ogilvy South Africa	KFC	Fill Up for R5	KFC meal upsize for R5
Ogilvy South Africa	Volkswagen South Africa	The Blind Spot	Blind-spot monitor
Ogilvy South Africa	Ab InBev	Bread of the Nation	Castle Lager
Ogilvy South Africa	Ab InBev	The Foam Knows	Carling Black Label
Breakthrough On A Budget			
Leagas Delaney South Africa (Pty) Ltd	The Pura Beverage Company	Give a Psht!	Pura Soda
Hoorah	Hi-Tec	Hi-Tec Freedom Shared	Hi-Tec 67s
Retroviral and Panther Punch	Ultra Pet	My Best Friend	Ultra Pet
Iconic Collective	Makro	Voice of Makro	Festive and Back To deals
VMLY&R South Africa	Nando's	Nando's Bright Sides	Nando's
TBWA\Hunt Lascaris	McDonald's South Africa	Meal Matchmaking	Valentine's Day
Branded Content			
Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Net#work, BBDO, Draftline, iProspect – A Dentsu Company and CSA	Corona	Corona Free Surfers	Corona
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Ogilvy South Africa	KFC	Anything for the Taste	KFC
CRAFT AWARDS			
Excellence in Craft: Marketing Copywriting			
Entrant	Brand	Title	Product
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
Clockwork Digital (Pty) Ltd	Laphroaig	Say It In South African	Laphroaig whiskey
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Excellence in Craft: Research			
Woolworths and MakeReign	Woolworths	Introducing the most feature-rich retail app in SA	Woolworths
MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Ogilvy South Africa	Ab InBev	Bread of the Nation	Castle Lager
Excellence in Craft: Interface Design			
Hoorah	Nestlé	Nestlé Belly Besties	Educational game
Dash Digital Studio	Lemkus	Lemkus e-commerce	E-commerce website
Dash Digital Studio	Fitsole	Fitsole e-commerce	E-commerce website
Dash Digital Studio	SWAG	SWAG marketing website	Marketing website
Dash Digital Studio	MetaKing Studios	Blocklords website	Marketing website
Dash Digital Studio	Batoka Africa	Batoka Africa marketing website	Marketing website
Dash Digital Studio	KIA	KIA e-commerce Website	E-commerce website
Levergy	Nedbank	Tasting Notes: A Story of Sound and Wine	Banking
So Interactive and MakeReign	Ocean Basket	Global website	Global website
Dash Digital Studio	Dash Digital	Dash Digital marketing website	Marketing website
Woolworths and MakeReign	Woolworths	Introducing the most feature-rich retail app in SA	Woolworths
MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation
MakeReign and Dentsu Creative	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
Kilmer & Cruise	Hill's Pet Nutrition	Hill's Pet Matchmaker App	Pet Matchmaker app

Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Excellence in Craft: Software, Coding & Technical Innovation			
King James Group (part of Accenture Song)	WESGRO	Play before you stay	Western Cape Tourism
Clockwork Digital (Pty) Ltd	Xbox	Black Panther: Wakanda Forever	Black Panther: Wakanda Forever
Woolworths and MakeReign	Woolworths	Introducing the most feature-rich retail app in SA	Woolworths
Techsys Digital	Takealot	The AI-Powered WhatsApp Retail Therapist	Takealot
MakeReign and Dentsu Creative	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
INJOZI Technology Studio	PPS	Finding the Forgotten Graduate	Interactive website experience
Excellence in Craft: Strategy			
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
FCB Africa	Western Cape Government	Hurt People, Hurt People Radio	Film
VMLY&R South Africa	Hollard	Change Maker	Hollard Insurance
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
Joe Public	Nedbank	New Bank	Nedbank
Ogilvy South Africa	Ab InBev	Bread of the Nation	Castle Lager
Ogilvy South Africa	Ab InBev	The Foam Knows	Carling Black Label
Ogilvy South Africa	Ab InBev	#Carling Cup. Talk up your team	Carling Black Label
Excellence in Craft: UX			
Dash Digital Studio	Lemkus	Lemkus e-commerce	E-commerce website
Dash Digital Studio	Fitsole	Fitsole e-commerce	E-commerce website
Dash Digital Studio	SWAG	SWAG marketing website	Marketing website
Dash Digital Studio	Dash Digital	Dash Digital marketing website	Marketing website
Woolworths and MakeReign	Woolworths	Introducing the most feature-rich retail app in SA	Woolworths
MakeReign	Basecamp	A platform for one of Europe's largest accommodation providers	Accommodation
MakeReign and Dentsu Creative	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
Kilmer & Cruise	Hill's Pet Nutrition	Hill's Pet Matchmaker App	Pet Matchmaker app
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Excellence in Craft: Online Video Production			
Hoorah	Distell	Pata Pata Reimagined	Bain's Whisky
Joe Public	Chicken Licken	Big JohnTMBeats Ya'hunga Forever	Big JohnTMburger
FCB Africa	Western Cape Government	Hurt People, Hurt People Radio	Film
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand
FCB Africa	NetFlorist	Little Acts	NetFlorist
MakeReign and Dentsu Creative	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
Ogilvy South Africa	Volkswagen South Africa	#VWDezemba	VW commercial vehicles
Excellence in Craft: Social Media Community Management			
Machine_	Heineken	The AI-Invitational	Heineken brand
Excellence in Craft: Digital Media			
Prodigious and NestléOne	Nestlé	Brewing with Data	Nestlé coffees
VMLY&R South Africa	Vodacom	Vodacom Anti Hi-Jack Ads	App
Joe Public	Nedbank	New Bank	Nedbank
Excellence in Craft: Use of Sound			
Hoorah	Distell	Pata Pata Reimagined	Bain's Whisky
Levergy	Nedbank	Tasting Notes: A Story of Sound and Wine	Banking
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Ogilvy South Africa	Volkswagen South Africa	Let's Go	Volkswagen Taigo
Excellence in Craft: Interactive Design			
King James Group (part of Accenture Song)	Game	The Black Friday Game Game	Game
King James Group (part of Accenture Song)	Sanlam	LI:FE of Confidence	Group brand

King James Group (part of Accenture Song)	WESGRO	Play before you stay	Western Cape Tourism
MakeReign and Dentsu Creative	Trophy Stout	#ReclaimYourDNA Virtual Museum Experience	Beer
Promise	PPS	Finding the Forgotten Graduate	Brand campaign
Ogilvy	KFC	KFC MicroSoccer	KFC e-commerce
Excellence in Craft: Digital Content Marketing			
Retroviral	Lil-Lets	Lil-Lets Talk	Lil-Lets
Ogilvy South Africa	Volkswagen South Africa	#WVDezemba	VW commercial vehicles
Promise	PPS	Finding the Forgotten Graduate	Brand campaign

Tickets to both the awards ceremony and the Showcase are now available [here](#)

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