

# Ogilvy dominant at Bookmarks

Issued by [Ogilvy South Africa](#)

20 Mar 2017

Ogilvy South Africa was recognised as Best Performing Agency of the year at the 2017 IAB Bookmark Awards, held in Sandton on Thursday night (16 March 2017), where one of its major long-standing clients, KFC, was also named Brand of the Year.

In total, Ogilvy converted its 51 finalists into 25 awards, at the 9<sup>th</sup> edition of the country's premier digital marketing event.

KFC's Shakin Shakin (in the mobile campaign category) and KFC's Fill Up Meals (in the microsite category) both won golds, with Volkswagen SA's '011Beats' campaign winning a further four awards.

Ogilvy SA's Chief Creative Officer Pete Case said the accolade of Best Digital Agency was an achievement Ogilvy was very proud of, but he was even prouder of the breadth and depth of the integrated work they won for, including wins across 23 separate categories.

"Our teams ability to create powerful brand stories across a media agnostic landscape, has been truly rewarded by the judges this year."

Case also acknowledged the agency's clients for their "bravery in partnering with us to push creative and media boundaries" and said KFC's Brand of the Year award was a very fitting tribute.

KFC Marketing Director Mike Middleton said he is "absolutely thrilled with the award which is a testament to excellent creativity, interactive work and a truly solid partnership between KFC and our agency partner Ogilvy which has consistently allowed us to create exceptional work over the last 20 plus years".

See the Ogilvy winners below or go to [LINK](#) for a full list of all the winners.



## Ogilvy SA Bookmark Award Winners 2017

Prize	Entry Agency	Brand	Product	Title
<b>Digital Strategy</b>				
Bronze	Ogilvy	Yum Brands	KFC Fill Up Meals	<a href="#">Fill Ups</a>
<b>Digital Campaign</b>				

Bronze	Ogilvy	Yum Brands	KFC Shakin Shakin Meal	<a href="#">Shakin Shakin</a>
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	<a href="#">Technically Digital Campaign</a>
<b>Mobile Campaign</b>				
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Brand	<a href="#">011Beats</a>
Gold	Ogilvy	Yum Brands	KFC Shakin Shakin Meal	<a href="#">Shakin Shakin</a>
Bronze	Ogilvy & MEC	Vodacom	Vodacom NXT LVL Bundles	<a href="#">Vodacom NXT LVL Soccer</a>
<b>Integrated Multi-platform Campaign</b>				
Silver	Ogilvy & MEC	Volkswagen South Africa	Volkswagen Brand	<a href="#">011Beats</a>
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	<a href="#">#LetsTalkColour</a>
<b>Display Advertising</b>				
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	<a href="#">Technically banners</a>
<b>Branded Content</b>				
Bronze	Ogilvy	Volkswagen South Africa	Volkswagen Brand	<a href="#">011Beats</a>
<b>Innovative use of Mobile Media</b>				
Silver	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	<a href="#">Technically- Eligible Bachelor</a>
<b>Innovative use of Media</b>				
Silver	Ogilvy	Volkswagen South Africa	Volkswagen Brand	<a href="#">011Beats</a>
Silver	Ogilvy	Volkswagen South Africa	Volkswagen Genuine Parts	<a href="#">Technically- Eligible Bachelor</a>
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	<a href="#">#LetsTalkColour</a>
<b>Existing Social Communities</b>				
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	<a href="#">#LetsTalkColour</a>
<b>Social Media Campaigns</b>				
Bronze	Ogilvy	Yum Brands	Burrito	<a href="#">KFC Burrito</a>
Bronze	Ogilvy	Viacom - MTV	#LetsTalkColour	<a href="#">#LetsTalkColour</a>
<b>Craft - Interface Design</b>				
Craft Bronze	Ogilvy	Castrol	Castrol	<a href="#">Race to the Fastest Place on Earth</a>
<b>Craft - Online Video Production</b>				
Craft Silver	Ogilvy	Yum Brands	KFC Shakin Shakin Meal	<a href="#">Shakin Shakin</a>
<b>Craft - Social Media Community Management</b>				
Craft Bronze	Ogilvy	Yum Brands	Burrito	<a href="#">KFC Burrito</a>
<b>Microsites</b>				
Gold	Ogilvy	Yum Brands	KFC Fill Up Meals	<a href="#">Fill Ups</a>

<b>For good Platforms</b>				
Bronze	Ogilvy	Volkswagen South Africa	Amarok	<a href="#">Amarok Social Test Drive</a>
<b>Games</b>				
Silver	Ogilvy	Castrol	Castrol	<a href="#">Race to the Fastest Place on Earth</a>
<b>Special Awards</b>				
<b>Best Agency</b>	Ogilvy	Ogilvy		Ogilvy
<b>Brand of the Year</b>	Ogilvy	KFC		KFC

- **Ogilvy shines as the winning Consumer and Influence PR Agency at the SABRE Africa Awards** 17 May 2024
- **Ogilvy launches pioneering health influencer offering in South Africa** 13 May 2024
- **Ogilvy strengthens its digital services offering and rebrands as Ogilvy One** 24 Apr 2024
- **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024
- **Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio** 26 Mar 2024

#### [Ogilvy South Africa](#)



Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>