

the BOOKMARKS 2025

iab.
south africa

WINNERS

PLATFORMS				
Brand, Commercial & Retail Websites				
Bronze	Red Rocket South Africa	Red Rocket	Force of Nature	
Bronze	MakeReign	AddPay		
Mobile Sites				
Bronze	MakeReign	AddPay		
Platform Innovation				
Bronze	INJOZI Technology Studio	Heineken Beverages South Africa	Savanna Cider	SAVA
Gold	Ogilvy	KFC South Africa	Comic Con Africa	KFC Sauce Code
Silver	Ogilvy	KFC South Africa	KFC Block Booked	
Bronze	TBWA\ Hunt Lascaris	City Lodge Hotels	Save Our Stay (SOS)	
Customer Experience Design				
Bronze	MakeReign	AddPay		
COMMUNITIES				
Social Communities				
Bronze	Ogilvy	KFC South Africa	Your Ma Se KFC	
Silver	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
Social Media Campaigns				
Bronze	Joe Public	Chicken Licken	The Big Chicken Dilemma	
Bronze	Retroviral & T+W & Grid	Showmax.com	Premier League Stunt	
Silver	Ogilvy	KFC South Africa	Comic Con Africa	KFC Sauce Code
Bronze	Joe Public	Chicken Licken	It's the little things	
Bronze	VML South Africa	Mondelez	The Lunch Bar Man	
Online Video Channels				
Bronze	Ogilvy	KFC South Africa	Beyond The Sea	
Gold	Ogilvy	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury Presents Real Mzansi Names
Influencer Marketing				
Silver	Ogilvy	Pep	Dry & Detect Towel	
Bronze	Levergy	Nedbank	Ya Rona House	
Silver	Ogilvy	Gates Foundation	#ForeverWena	
Bronze	Ogilvy	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury Presents Real Mzansi Names
Bronze	MullenLowe South Africa	Sunlight Laundry Bar Soap	#DropYourBarWithSunlight	
Bronze	Special Effects Media SA	Takalani Sesame	Bond Through Play Influencer Campaign	
Silver	McCann Joburg	L'Oreal South Africa	Garnier And Maybelline New York	Live-Selling On TikTok
CHANNELS				
Search Engine Optimisation				
Silver	Rogerwilco	Stellenbosch University	The S.E.O in G.E.O	
Native Advertising				
Silver	M&C Saatchi Abel	Mr D	Mr D Elections	
Bronze	Clockwork	Byron Thomas Properties	Homes Need Pets	
Online Video Series				
Bronze	Joe Public	Nedbank	The Signwriter	
Bronze	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
Bronze	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	Neat

Social Paid Advertising				
Bronze	Anomaly	Payflex	Pay in Phree	
Bronze	Joe Public	Nedbank	Bank Your Time	
Gold	Juno Media	Chicken Licken	It's the little things that satisfy us most	
Innovative use of Media Planning				
Bronze	M&C Saatchi Abel	Standard Bank	The Undercover Ad	
Bronze	Accenture Song	Sanlam	The F-Show	
Email, Direct & Inbound Marketing				
Bronze	Ogilvy	KFC South Africa	KFC Block Booked	
Use of CRM, Loyalty Programs & Gamification				
Gold	Ogilvy	KFC South Africa	KFC Block Booked	
Bronze	DUKE ADVERTISING	BURGER KING SOUTH AFRICA	Burger King Election Campaign	
Bronze	The Odd Number	TymeBank	A Million Reasons	
Channel Innovation				
Bronze	M&C Saatchi Abel	Standard Bank	The Undercover Ad	
Silver	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	SAVA
Gold	Rogerwilco	Stellenbosch University	The S.E.O in G.E.O	
Campaign / Microsites				
Bronze	Joe Public	Nedbank	Youth Honours Board	
Bronze	Joe Public	Nedbank	Bank Your Time	
Silver	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
Silver	TBWA\ Hunt Lascaris	City Lodge Hotels	Save Our Stay (SOS)	
Silver	VML South Africa	Unilever South Africa	Real Beauty Generation	
Silver	Futureborn®	Hi-Tec	Original Since Range	Run Through Time
Bots, Messaging and Dark Social				
Silver	Ogilvy	Gates Foundation	#ForeverWena - Slide into Our DMs	
Gold	TBWA\ Hunt Lascaris	Sloom NapBot		
Podcasts, Live Streaming and Audio Streaming				
Silver	Joe Public	Amnesty International South Africa	Scarred	
Bronze	Clockwork	ADASA	Did I hear that?	
Interactive Mixed Media				
Silver	Joe Public	Amnesty International South Africa	Scarred	
Silver	Ogilvy	KFC South Africa	Beyond The Sea	
Silver	Ogilvy	KFC South Africa	KFC Block Booked	
Gold	TBWA\ Hunt Lascaris	City Lodge Hotels	Save Our Stay (SOS)	
Bronze	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Windhoek Beer	Dry January
EMERGING DIGITAL TECHNOLOGIES & CHANNELS				
Artificial Intelligence				
Silver	One Over One	Parker	Signature Sounds	
Bronze	VML South Africa	Unilever South Africa	Real Beauty Generation	

PUBLISHING				
Publisher Sites (Mass Appeal)				
Bronze	Media24	News24		
Silver	Media24	Daily Sun	Mass Audience Distribution	
Gold	Media24	Daily Sun	A Re Buwe - 2024 May Elections Coverage	
Social Media Content & Campaigns				
Silver	Media24	Daily Sun	WhatsApp Channel	
Silver	The Odd Number	Newzroom Afrika	5 Years of News, from A to Z	
Data Strategy, Content & Campaigns				
Silver	Media24	News24	The Murray Murders: Unravelling the assassination of Cloete and Thomas Murray	
Video Content & Campaigns				
Gold	Media24	Daily Sun	Video News Reporting	
Live Event Content				
Bronze	Media24	Daily Sun	2024 May Elections Live Coverage	
Audio Content, Podcasts & Campaigns				
Bronze	Joe Public	Amnesty International South Africa	Scarred	
Publisher Innovation				
Bronze	Media24	News24	VISUAL INVESTIGATION Final Footsteps: The Kirsten Kluys murder	
Publisher Brand-Building Campaigns				
Bronze	Jacaranda FM	True Crime South Africa – die Afrikaanse weergawe podcast	Season 2	
Bronze	The Odd Number	Newzroom Afrika	5 Years of News, from A to Z	
CAMPAIGN				
Digital Campaign Strategy				
Silver	Ogilvy	KFC South Africa	KFC Block Booked	
Silver	M&C Saatchi Abel	Standard Bank	Track Your Racks	
Bronze	Accenture Song	Sanlam	The F-Show	
Bronze	Joe Public	Nedbank	Bank Your Time	
Mobile Campaign				
Bronze	TBWA\ Hunt Lascaris	Sloom NapBot		
Best Use of Data				
Silver	Ogilvy	KFC South Africa	KFC Block Booked	
Silver	TBWA\ Hunt Lascaris	City Lodge Hotels	Save Our Stay (SOS)	
Bronze	Joe Public	Nedbank	Bank Your Time	
Bronze	Clockwork	Jaecoo	How we Hijacked Cars on YouTube	
Bronze	The Odd Number	TymeBank	A Million Reasons	
Integrated Mixed Media Campaign				
Silver	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
Gold	TBWA\ Hunt Lascaris	City Lodge Hotels	Save Our Stay (SOS)	
Bronze	Accenture Song	Sanlam	The Fintervention	
Bronze	Joe Public	Nedbank	Bank Your Time	
Break Through on a Budget				
Gold	TBWA\ Hunt Lascaris	City Lodge Hotels	Save Our Stay (SOS)	
Bronze	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Windhoek Beer	Dry January
Branded Content				
Bronze	Joe Public	Chicken Licken	It's the little things	
Silver	Ogilvy	SAB (ABInBev)	The 63 Second Final	
Bronze	Accenture Song	Sanlam	The F-Show	

CRAFT AWARDS				
Craft - Marketing Copywriting				
Bronze	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	#TryJanuary
Bronze	TBWA\ Hunt Lascaris	Heineken Beverages South Africa	Savanna Cider	Neat
Craft - Interface Design				
Bronze	INJOZI Technology Studio	Heineken Beverages South Africa	Savanna Cider	SAVA
Silver	MakeReign	AddPay		
Silver	Futureborn®	Hi-Tec	Original Since Range	Run Through Time
Craft - Software, Coding & Tech. Innovation				
Silver	INJOZI Technology Studio	Heineken Beverages South Africa	Savanna Cider	SAVA
Craft - Strategy				
Bronze	M&C Saatchi Abel	Standard Bank	Track Your Racks	
Gold	Joe Public	Nedbank	Bank Your Time	
Craft - UX				
Bronze	INJOZI Technology Studio	Heineken Beverages South Africa	Savanna Cider	SAVA
Bronze	MakeReign	AddPay		
Craft - Online Video/Moving Image				
Silver	Ogilvy	Volkswagen South Africa	Life on the Mind	
Silver	Joe Public	Nedbank	The Signwriter	
Craft - Social Media Community Management				
Gold	Ogilvy	KFC South Africa	Your Ma Se KFC	
Silver	Nerdware	The South African National Roads Agency	When Snow Fell on the N3: A Rare South African Crisis	
Craft - Digital Media				
Silver	M&C Saatchi Abel	Standard Bank	The Undercover Ad	
Silver	The Odd Number	TymeBank	A Million Reasons	
Craft - Use of Sound				
Bronze	M&C Saatchi Abel	Standard Bank	The Undercover Ad	
Bronze	Ogilvy	SAB (AB InBev)	The 63 Second Reminder	
Craft - Voice Experience Design				
Silver	One Over One	Parker	Signature Sounds	
SPECIAL HONOURS				
Best Digital Student				
Black	IIE-Vega	Abia Bosman, Emma Clough, Isabel Pinnock, Zané Witte		
Digital Rising Star				
Black	The Odd Number	Sibuyiselwe Ntlangwini		
Pixel for Purpose				
Black	Accenture Song	Sanlam	The F Show	
Best Creative				
Black	Carl Willoughby			
Outstanding Individual Impact in Digital				
Black	Jarred Cinman			
Best Publisher				
Black	Daily Sun			
Digital Brand of the Year				
Black	KFC			
Best Digital Agency				
Black	Ogilvy			