

the BOOKMARKS 2026

WINNERS

iab south africa

BUILD				
	AGENCY	BRAND / PRODUCT	PRODUCT / TITLE	TITLE
Public Service & NPO Platforms				
SILVER	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
Software, Services & Platforms				
BRONZE	SAB (AB InBev)	TavNet		
GOLD	MakeReign	Khula		
Mobile Apps				
SILVER	MakeReign	Khula		
Mobile Sites				
SILVER	Ogilvy	KFC South Africa	KFC Taste	KAIIA
SILVER	LePub Johannesburg	Heineken Beverages	Heineken Beer	Social Screen
BRONZE	TBWA\ Hunt Lascaris	Nissan South Africa	Nissan Intelligent Playlist	
Campaign / Microsites				
BRONZE	One Over One	Dream Hotels & Resorts	Lehotel	
Games				
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
Customer Experience Design				
BRONZE	LePub Johannesburg	Heineken Beverages	Heineken Beer	Social Screen
BRONZE	MakeReign	Khula		
COMMUNICATE				
	AGENCY	BRAND / PRODUCT	PRODUCT / TITLE	TITLE
Integrated Digital Campaign				
SILVER	Ogilvy	Volkswagen	Golf	Forever Golf
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
Online Video Series				
SILVER	Ogilvy	Volkswagen	Golf	Forever Golf
BRONZE	FCB Africa	Axe	The Axe Effect	
GOLD	Joe Public	Nedbank	Hardworking Professionals	
Podcasts, Live Streaming and Audio Streaming				
SILVER	TBWA\ Hunt Lascaris	Nissan South Africa	Nissan Intelligent Playlist	
Branded Content				
SILVER	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
SILVER	Ogilvy	Volkswagen	Golf	Forever Golf
CONNECT				
	AGENCY	BRAND / PRODUCT	PRODUCT / TITLE	TITLE
Social Media Campaigns				
SILVER	Ogilvy	Audi	TikTok Test Drive	
SILVER	Ogilvy	KFC South Africa & Volkswagen South Africa	KFC Brand	KFC X VW SUMMER

BRONZE	M+C Saatchi Abel, a division of The Up & Up Group	Nando's x Maybelline	HotMess	
GOLD	Ogilvy	Unilever	Vaseline Petroleum Jelly	#VaselineVerified
SILVER	Lucky Hustle	Xiaomi South Africa	Xiaomi Redmi Note 15	Xiaomi RN15 - Titan Tough
BRONZE	99c	Checkers	Checkers X Dan Mace - Christmas 2025	
BRONZE	Promise	AB InBev - Castle Lite	Castle Lite Draught	The Cold Case
BRONZE	McCann Joburg	Steers	Burger Le Burger (Bheka Le Burger) Response Track	
SILVER	VML SA	Vaseline	Mntana Ka Gogo	
GOLD	The Odd Number	Previdar	Online Magazine	Show Ghana Love
	Online Video Channels			
SILVER	FCB Africa	Axe	The Axe Effect	
BRONZE	Lucky Hustle	Xiaomi South Africa	Xiaomi Redmi Note 15	Xiaomi RN15 - Titan Tough
	Social Communities			
BRONZE	Ogilvy	KFC South Africa	KFC Brand	Kentucky Fried Culture
BRONZE	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
	Influencer Marketing			
BRONZE	Clockwork	The Salvation Army	#BehindTheLabel	
BRONZE	Lucky Hustle	Xiaomi South Africa	Xiaomi Redmi Note 15	Xiaomi RN15 - Titan Tough
GOLD	Clockwork	The Salvation Army	Escape It	
	Creator Marketing			
SILVER	99c	Checkers	Checkers X Dan Mace - Christmas 2025	
	Bots, Messaging and Dark Social			
BRONZE	Accenture Song	NikNaks	Naks Level: The AI Mentor on WhatsApp	
	Digital Installations & Activations			
SILVER	LePub Johannesburg	Heineken Beverages	Heineken Beer	Max Speed
BRONZE	LePub Johannesburg	Heineken Beverages	Heineken Beer	Social Screen
BRONZE	Ogilvy	AB InBev SA	Injury Time	
	Interactive Mixed Media			
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
SILVER	Ogilvy	AB InBev SA	Injury Time	
BRONZE	Accenture Song	Allan Gray	A Seat at The Table	
	INNOVATE			
	AGENCY	BRAND / PRODUCT	PRODUCT / TITLE	TITLE
	Artificial Intelligence: Creative Communication			
SILVER	Avatar Agency	Women's Legal Centre	NxmeHim	
	Platform Innovation			
BRONZE	Ogilvy	Audi	TikTok Test Drive	
BRONZE	MakeReign	Khula		
	Channel Innovation			
GOLD	Ogilvy	Audi	TikTok Test Drive	
SILVER	Clockwork	The Salvation Army	Escape It	
SILVER	TBWA\ Hunt Lascaris	Nissan South Africa	Nissan Intelligent Playlist	

BRONZE	Clockwork	Feelz	Feelz Buttercup Condomz	Unhappily Ever After
SILVER	SAB (AB InBev)	TavNet		
	Social Media Innovation			
SILVER	Clockwork	Feelz	Feelz Buttercup Condomz	Slipping one past the Meta goalie
BRONZE	Accenture Song	NikNaks	Naks Level: The AI Mentor on WhatsApp	
	IMPACT			
	AGENCY	BRAND / PRODUCT	PRODUCT / TITLE	TITLE
	Digital Campaign Strategy			
SILVER	Ogilvy	Volkswagen	Golf	Forever Golf
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
GOLD	Ogilvy	Unilever	Vaseline Petroleum Jelly	#VaselineVerified
	Mobile Campaign Strategy			
SILVER	Ogilvy	Audi	TikTok Test Drive	
SILVER	Ogilvy	Volkswagen	Golf	Forever Golf
	Content Marketing Strategy			
SILVER	Ogilvy	Volkswagen	Golf	Forever Golf
	Best Use of Data in a Campaign			
SILVER	TBWA\ Hunt Lascaris	Nissan South Africa	Nissan Intelligent Playlist	
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
	Break Through on a Budget			
SILVER	Ogilvy	Audi	TikTok Test Drive	
BRONZE	FCB Africa	Axe	The Axe Effect	
GOLD	VML SA	Vaseline	Mntana Ka Gogo	
BRONZE	The Odd Number	Previdar	Online Magazine	Show Ghana Love
	Search Engine Optimisation			
GOLD	Ogilvy	Google	If the ____ fits, circle it	
	Display Advertising			
SILVER	Clockwork	The Salvation Army	Escape It	
BRONZE	365 Digital Media	Stadio Higher Education	Banners that built a profit	
	Social Paid Advertising			
SILVER	Ogilvy	Audi	TikTok Test Drive	
SILVER	Lucid Performance & The MediaShop	Debonairs	Debonairs Debo Yesss	
BRONZE	Juno Media & Joe Public	Chicken Licken	SoulFood2theWorld	
	Email, Direct & Inbound Marketing			
BRONZE	Demographica	Moore Infinity	The Chino Audit	
	Use of Programmatic Media			
BRONZE	Guerilla Tactic Media	DStv Supersport	Football Season	The 'Mo'ment - media that reacts like a fan
	Use of CRM, Loyalty Programs & Gamification			
SILVER	Fuse Growth Studio for Takealot	Takealot	The Long Tail of a Wishlist.	
	PUBLISH			
	AGENCY	BRAND / PRODUCT	PRODUCT / TITLE	TITLE
	Email Newsletters & Marketing			

BRONZE	News24	News24 editor newsletters		
	Social Media Content			
GOLD	The Odd Number	Previdar	Online Magazine	Show Ghana Love
	Video Content			
BRONZE	Media24	Daily Sun	Ask an Expert: Visual Translation for Survival	
SILVER	News24	Special report	Hunted - Tracked, traced, and eliminated: How Mpho Mafole was murdered	
	Audio Content & Podcasts			
SILVER	East Coast Radio	East Coast Radio: Angler News SA with Vinesh Soogreem		
	CRAFT			
	AGENCY	BRAND / PRODUCT	PRODUCT / TITLE	TITLE
	Craft - Marketing Copywriting			
BRONZE	Clockwork	Feelz	Feelz Buttercup Condomz	Slipping one past the Meta goalie
	Craft - Research			
BRONZE	Ogilvy	Volkswagen	Golf	Forever Golf
	Craft - Interface Design			
SILVER	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
BRONZE	MakeReign	Khula		
	Craft - Software, Coding & Tech. Innovation			
SILVER	TBWA\ Hunt Lascaris	Nissan South Africa	Nissan Intelligent Playlist	
SILVER	LePub Johannesburg	Heineken Beverages	Heineken Beer	Social Screen
BRONZE	LePub Johannesburg	Heineken Beverages	Heineken Beer	Max Speed
GOLD	MakeReign	Khula		
	Craft - Strategy			
GOLD	MakeReign	Khula		
	Craft - Online Video/Moving Image			
BRONZE	Ogilvy	Volkswagen	Golf	Forever Golf
BRONZE	Machine_	Spotify	Khuphuka Nathi	
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
	Craft - Social Media Community Management			
BRONZE	Ogilvy	KFC South Africa	KFC Brand	Kentucky Fried Culture
	Craft - Digital Media			
BRONZE	Ogilvy	Volkswagen	Golf	Forever Golf
BRONZE	Ogilvy	Audi	TikTok Test Drive	
	Craft - Use of Sound			
BRONZE	Machine_	Spotify	Khuphuka Nathi	
SILVER	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
BRONZE	TBWA\ Hunt Lascaris	Nissan South Africa	Nissan Intelligent Playlist	
	Craft - Interactive Design			
BRONZE	LePub Johannesburg	Heineken Beverages	Heineken Beer	Social Screen
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
GOLD	MakeReign	Khula		
	Craft - Digital Content Marketing			
SILVER	Ogilvy	Volkswagen	Golf	Forever Golf
	Excellence in Craft: Innovative use of Technology			

SILVER	LePub Johannesburg	Heineken Beverages	Heineken Beer	Max Speed
BRONZE	LePub Johannesburg	Heineken Beverages	Heineken Beer	Social Screen
GOLD	Accenture Song	The Philipstown WireCar Foundation	The Philipstown WireCar Grand Prix	
BRONZE	TBWA\ Hunt Lascaris	Nissan South Africa	Nissan Intelligent Playlist	
SPECIAL HONOURS				
	AGENCY	BRAND / NAME	PRODUCT / TITLE	
	Best Digital Student			
BLACK	Vega School at Emeris	Arielle Marinakis		
BLACK	Vega School at Emeris	Chad Gaddie		
	Digital Rising Star			
BLACK	Accenture Song	Gregory Leigh Booysen		
	Pixel for Purpose			
BLACK	Accenture Song	The Philipstown WireCar Grand Prix		
	Best Individual Contribution to Digital Marketing			
BLACK	Heineken Beverages	Andrea Quaye	Marketing Director	
	Best Direct Brand or Online Business			
BLACK	Lucid Ventures	Jasper & Jute		
	Localisation & Cultural Relevance			
BLACK	Ogilvy	Volkswagen	Forever Golf	
	AGENCY / NAME	NAME / TITLE		
	Best Marketer			
BLACK	The Philipstown WireCar Foundation	Eileen Menne Kay Fourie Kenneth Yoko		
	Best Creative			
BLACK	Pete Case	CEO & Creative Chairman, Ogilvy		
	Digital Brand of the Year			
BLACK	The Philipstown WireCar Foundation			
	Best Publisher			
BLACK	Previdar			
	Best Digital Agency			
BLACK	Accenture Song			
BLACK	Ogilvy			
	Outstanding Individual Impact in Digital			
BLACK	Haydn Townsend	In Memoriam		

IT ALL STARTS WITH A PIXEL

