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# BOOKMARKS DIGITAL RANKINGS 2026

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# INTRODUCTION

The Bookmarks Digital Rankings 2026 set the benchmark for digital excellence in South Africa.

A strategic tool for measuring performance, recognising innovation, and celebrating industry leaders, the rankings champion the continued growth and evolution of South Africa's digital economy.

Derived directly from entries to the 2026 Bookmark Awards, the rankings reflect performance against rigorous judging criteria designed to recognise excellence in digital creativity, strategy, and execution.

Developed in collaboration with The Loerie Awards Company, the rankings apply a comparable methodology to promote consistency, credibility, and a shared standard for measuring strategic and creative excellence across the industry.

More than a measure of past performance, the rankings provide a strategic benchmark for the industry helping agencies, publishers and brands understand their standing, celebrate achievement and identify the work shaping the future of South Africa's digital economy.

IT ALL STARTS WITH A PIXEL

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# ABOUT THE BOOKMARK AWARDS

The Bookmark Awards are an initiative of IAB South Africa, celebrating innovation, creativity and effectiveness across the digital media and marketing industry.

Established in 2008, the Awards have recognised high-impact digital work from South African agencies, publishers and brands for over 18 years, setting the benchmark for technological advancement, digital excellence and leading-edge innovation.

More than a celebration of outstanding work, the Bookmarks champion creative bravery, strategic clarity and ethical marketing. They recognise work that not only delivers results but also challenges conventions, pushes boundaries and drives meaningful change across the digital landscape.

The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association dedicated to growing and sustaining a vibrant, profitable digital media and marketing industry in South Africa. As part of a global IAB network spanning 47 countries, the organisation empowers the media and marketing industries to thrive in the digital economy through three core pillars: measurement, education and acknowledgment.

The Bookmark Awards represent the acknowledgment pillar, recognising and celebrating the work, talent and ideas moving the industry forward. Through 18 years of evaluating entries against rigorous judging criteria, the Awards have built a valuable body of knowledge around the standards, practices and capabilities that define excellence in digital media and marketing.

The Bookmarks Digital Rankings 2026 build on this legacy, translating the performance of entries to the 2026 Bookmark Awards into a transparent, objective measure of digital excellence, sustained performance and industry leadership.

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INTS

## COMPANY RANKINGS

Agency

Brand

College / University

Production Company

Publisher

CONTE

## INDIVIDUAL RANKINGS

Analytics / Data

Animator

Art Director

Audio Enigneer

Brand Representative

Chief Creative Officer

Chief Technical Officer

Community Manager

Copywriter

Creative Director

Creative Group Head

Designer

Developer

Executive Creative Director

Information Architect

Programmer

Publisher Representative

Researcher

Social Media Manager

Strategist

Student

UI Designer

UX Designer

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# AGENCY

## 2026

01 Accenture Song

01 Ogilvy

02 MakeReign

**03 Publicis Groupe Africa**

04 Clockwork

05 The Odd Number

06 TBWA\ Hunt Lascaris

07 VML South Africa

08 Joe Public

09 Lucid Ventures

10 Lucky Hustle

## 2025

01 Ogilvy

02 TBWA\ Hunt Lascaris Johannesburg

03 Joe Public

04 Accenture Song

05 Rogerwilco

06 M+C Saatchi Abel

07 Juno Media

08 The Odd Number

09 VML South Africa

10 Clockwork

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# BRAND

## 2026

01 The Philipstown WireCar Foundation

02 Khula

03 Volkswagen

04 Audi

05 Unilever

06 The Salvation Army

07 Heineken Beverages

08 Nissan South Africa

09 Vaseline

10 KFC South Africa

## 2025

01 KFC South Africa

02 City Lodge Hotels

03 Daily Sun

04 Nedbank

05 Heineken Beverages South Africa

06 Sanlam

07 Chicken Licken

08 Stellenbosch University

09 Cadbury South Africa

10 Sloom

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# 2026

01 VEGA School at Emeris

# 2025

01 IIE-Vega

02 Red and Yellow Creative School of Business

03 Cape Peninsula University of Technology

03 University of Johannesburg

COLLEGE / UNIVERSITY

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# PRODUCTION COMPANY

## 2026

01 Sanaa Films

02 2+3 Post Productions

03 Giant Films

04 Darling Films

05 George Q Photography

06 7 Films

07 Lampost

08 Joe Films

09 Bioscope Films

10 Accenture Song

## 2025

01 Darling Films

02 Post Modern

03 Romance Films

04 Injozi

05 Hearts & Science

05 Punky Starfish

06 We Love Jam

07 Mogul Pictures

08 Hogarth Worldwide South Africa

09 0307 Films

10 Joe Motion

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# 2026

01 Previdar

02 Media24

03 East Coast Radio

04 Novanews

PUBLISHER

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# / DATA ANALYTICS

## 2026

01 Alexander Bosman

02 Joseph de Bruyn

03 Inge Hansen

04 Rene Fowler

04 Lukhanyo Mnyute

06 Janine Stevens

07 Claire Denham-Dyson

07 Chiedza Gwanzura

08 Riaan Sunny

09 Nicole Greef

10 Natasha Courtney

10 Natalie Govender

10 Philip Kamungona

10 Jihad Kurtz

10 Rifumo Mdaka

10 Bongakele Ndlovu

10 Tafadzwa Penny

10 Georgi van Niekerk

10 Lloyd Wybrow

## 2025

01 Tafadzwa Chisina

02 Alfredo Gomes

03 Nicolas Whipp

04 Justine Braun

05 Carlo Ferinha

06 Alexandria Nice

07 Juaniq Dreyer

08 Albert Meintjies

08 Amie Hougaard

08 Joseph De Bruyn

08 Levon Rivers

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# ESTIMATOR AI

## 2026

01 Mázló Lajos

01 Norbert Oravec

01 Luigi Russo

01 Emese Tót

02 Jeffrey Booysen

03 Lloyd Bischoff

03 Andre Eksteen

03 Tiaan Franken

04 Taija Hartwig

04 Sebastian Hofmann

04 Taryn Jordan

04 Tegan Theron

04 Rob van Den Bragt

04 Sam Visser

04 Mpho Vukea

04 Christian Zilliken

05 Thomas Christian

06 Dillan Fuller

07 Zahier Isaacs

08 Modungoa Sebokholi

09 Tiisetso Mosala

10 Louis du Pisani

## 2025

01 Louis Du Pisani

02 Ryan Paikin

03 Wesley Cooke

04 Jiri Miovsky

05 Koos Lubbe

06 Thomas Christian

06 Zahier Isaacs

07 Tertio Esterhuysen

08 Thanda Kunene

09 Treasure Ngonyama

10 Pieter Anandale

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# ART DIRECTOR

## 2026

01 Tennessee Barber

02 Megan Shaw

03 Georgie van Heerden

04 Sibs Zihle

05 Gemma Strohbach

05 Maxinne Carr

05 Humaira Chohan

06 Lauren Gericke

07 Sibuyiselwe Nhlangwini

08 Mzoxolo Gcwabe

09 Shane Forbes

09 Greig Watt

10 Nicholas Augustus

10 Graeme Jenner

10 Rofhiwa Lishivha

10 Clayton Swartz

## 2025

01 Greig Watt

02 Sydney Rheeder

03 Kurt Linaker

04 Sthe Kubeka

05 Banzi Kasana

06 Zainab Mitha

07 Kevin Radebe

07 Rosemary Mabasa

08 Suzanne Jenner

09 Sbu Mkhwanazi

10 Alexa Craner

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# AUDIO ENGINEER

## 2026

01 Thabang Madia

02 Stephen Webster

03 Michael Botha

**03 Jodi Jacobs**

04 Lovemore Nkuna

05 David Law

05 Simz Kulla

05 Lebogang Nkoana

06 Sergio Da Cruz

07 Sean Jefferis

08 Myles McDonald

08 Pasja Schneider

09 Mario Cruz

09 Garrick Jones

10 Diane Macpherson

## 2025

01 Arnold Vermaak

02 Lorens Persson

03 Dave Law

04 Sergio Da Cruz

05 Adam Howard

06 Kyle Ramsden

07 Sean Gaisford

08 Graham Merrill

09 Paul Geddes

10 Ethan Baird

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# REPRESENTATIVE BRAND

## 2026

01 Kay Fourie

01 Eileen Menne

01 Kenneth Yoko

02 Navini Ramsamie

**03 Bridget Harpur**

04 Sindiswe Gwamanda

04 Thato Lekgetha

05 Tashta Bhana

05 Ricci Birchfield

06 Boitumelo Motsilanyane

07 Sibusiso Khoza

08 Kenosi Matsebatlela

09 Karen Baker

09 Gavin Rheeder

10 Amanda Dlamini

10 Nanjala Misiko

10 Wycliffe Onyalo

10 Andrea Quaye

## 2025

01 Chantal Sombonos Van Tonder

02 Nomfundo Ndlangisa

03 Colleen Goodman

03 Tammy Taylor

**03 Zuki Jantjies**

04 Grant Macpherson

04 Vongai Mumbula

05 Mukundi Munzhelele

07 Caitlin Rhodes-Harrison

07 Susan Kemp

08 Busisiwe Mabuza

09 Emma Couville

10 Liesl Page-Shipp

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# CHIEF CREATIVE OFFICER

## 2026

01 Pete Case

02 Tseliso Rangaka

03 Alistair King

**03 Matt Ross**

04 Nkanyezi Masango

05 Matt Thompson

06 Kabelo Moshapalo

07 Jacques Shalom

08 Sbu Sitole

09 Fran Luckin

10 Carl Willoughby

## 2025

01 Carl Willoughby

02 Pete Case

03 Kabelo Moshapalo

04 Pepe Marais

04 Xolisa Dyeshana

05 Alistair King

06 Neo Mashigo

07 Sbu Sitole

08 Fran Luckin

09 Jacques Shalom

10 Matt Thompson

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# CHIEF TECHNICAL OFFICER

## 2026

01 Zweli Sikhakhane

02 Graham Talbot

02 Tristan Vogt

04 Melissa Carney

05 Jonty Coertzen

05 Michael Healy

05 Adolf Lategaan

## 2025

01 Aluwani Raswiswi

02 Thato Maloka

03 Alexander Bosman

**03 Dane Killian**

05 Andrew Childs

05 Zweli Sikhakhane

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# COMMUNITY MANAGER

## 2026

01 Meaghan Essel

02 Seithati Sengoatsi

03 Mpho Nkambule

**03 Themba Zimila**

04 Lutho Deliwe

05 Tshiamo Phalane

06 Gorata Phefo

07 Brandon Kutu

08 Kamohelo Moeti

09 Nkosiyenzile Lukhele

10 Esmé Smit

## 2025

01 Kamohelo Moeti

02 Tshegofatso Dhlomo

03 Gorata Phefo

04 Dineo Mamabolo

04 Thembeka Magagula

05 Lungi Mdaki

06 Fallen Weir

06 Monica McLoughlin

07 Phumudzo Tshiove

08 Mpho Nakambule

09 Brandon Kutu

09 Chuma Maqanda

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# COPYWRITER

## 2026

01 Sandhya Mathura

01 Ross Sinclair

02 Devin Kennedy

03 Drew Murphy

04 Meaghan Essel

05 Zeenat Ganie

06 Graeme Jenner

06 Michael Wilson

07 Nomfundo Myeni

08 Hamilton Zwane

09 Alex Goldberg

10 Jacques Shalom

## 2025

01 Brendan Jack

02 Nikita Mgoduka

03 Klara Sebright

03 Koketso Khutsoane

**03 Leago Sehere**

04 Thuto Mothoagae

05 Valentino Fernandez

06 Jasmin Vandersteen

07 Minenhle Khoza

08 Peter Maluleke

09 Lerato Mbangeni

09 Steph van Niekerk

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# DIRECTOR CREATIVE

## 2026

01 Gregory Booysen

02 Tony Currie

03 Genie Steyn

04 Sibs Zihle

05 Riaan van Wyk

06 Marc de la Querra

07 Gregory Walker

08 Neema Nouse

09 Tumi Moutlana

09 Thando Silimela

10 Brendan Jack

10 Greig Watt

## 2025

01 Brendan Jack

01 Greig Watt

02 Kevin Radebe

**03 Galaletsang Kgoathe**

04 Zesizwe Matthews

05 Declan Sharp

06 Hosana Mthembi

07 Laila Majiet

08 Leon Kotze

08 Rita Coetzer

09 Moemise Kekana

09 Senzo Xulu

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# 2026

01 Danike de Jager

01 Devaksha Vallabhjee

02 Carina Coetzee

**03 Nomfundo Myeni**

04 Kyra Antrobus

05 Mantwa Toka

06 Noelle Augustus

06 Brandon De Souza

06 Sheldon Ford

06 Elizabeth Giliomee-Rossouw

06 Jessica McTeer

06 Erik Salamon

10 Michael Constantinides

10 James Lait

10 Kurt Linaker

# 2025

01 Sbu Mkhwanazi

02 Irene Styger

02 Suzanne Jenner

**03 Emilian Mahlatsi**

04 Eeden Eekers

05 Brandon De Souza

05 Graeme van Jaarsveld

05 Noelle Augustus

05 Tiffany Morris

06 Lara Hughes

06 Sphelele Gumede

08 Joshua de Kock

08 Wade Barnes

09 Gavin Dexter

10 Chris Liwani

10 Gareth Owen

10 Roderick Laka

# CREATIVE GROUP HEAD

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# DESIGNER

## 2026

01 Connor Holyoake

02 David Phelan

03 Bardia Afchar

03 Philipp Allard

03 Daniel Beckmann

03 Mano Büttner

03 Alessandro Caragnini

03 Albert Abad Gutierrez

03 Nikolaus Kinder

03 Marcus Kitschke

03 Malte Lauinger

03 Jannik Mentzel

03 Marius Plock

03 Mikko Max Reim

03 Felix Reinsberg

03 Alexander Ricker

03 Manuela Schrewe

03 Bernhard Schröcker

03 Martin Wellstein

03 Adam Wesierski

03 Max Wesner

04 Tashreeq Allie

05 Liezl Fourie

06 Fraser Muggeridge

07 Carys Bailey

07 Quintin Kok

08 Modungoa Sebokholi

09 Alexa Le Roux

10 Alba Verona

## 2025

01 Sydney Rheeder

02 Lucinda Jordaan

03 Mahir Ebrahim

04 Eben Benjamin

05 Seres Oliver

06 Omphemetse Rakhudu

07 Abed Matini

07 Keegan Frank

07 Maputla Leseke

07 Shan Gray

08 Christian Botha

09 Grant Moore

09 Simon Keeling

10 Westly Lewis

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# LOPER DEVE

## 2026

01 Theo Scott van Zyl

02 Gáspár Balázs

02 Bence Konecsny

02 **Ilith Sher Schwartz**

02 **Róbert Székely**

03 **Pete Blaszkiewicz**

04 Max Sibande

05 Mujaaheed Bowren

05 Keegan Frank

06 Ankita Giri

07 Andi Michlo

07 Qama Qukula

09 Tilesh Bhaga

09 TJ Kitsoni

## 2025

01 Max Sibande

02 Brent Robinson

03 Tristan Vogt

04 Aré Visagie

04 Tshepo Motlhose

05 Abed Matini

05 Graham Talbot

05 Keegan Frank

05 Shan Gray

06 Warren McEwan

07 Kyle-Ben Snyders

08 Adhikar Sirigobind

08 Aluwani Raswiswi

08 Faith Zunguza

08 Jason Carmel

08 Julian Mostert

08 Lesedi Motsisi

08 Lucia Ma

08 Luke Herd

09 Andrew Vink

10 Thulani Rikhotso

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# EXECUTIVE CREATIVE DIRECTOR

## 2026

01 Rouleaux van Der Merwe

02 Cameron Watson

03 Devin Kennedy

04 Mike Barnwell

05 Alex Goldberg

06 Terry McKenna

07 Tristan Vogt

08 Nhlanhla Ngcobo

09 George Low

10 Shane Forbes

## 2025

01 Steph van Niekerk

02 Snooze Kambuwa

03 Tristan Vogt

04 Martin Schlumpf

05 Pete Little

06 Archie Malinga

07 Keith Manning

08 Brandon Govender

09 Terry McKenna

10 Theo Ferreira

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# ARCHITECTURAL INFORMATION

## 2026

01 Alexander Bosman

02 Phillip du Plessis

02 Vasilios Varfis

03 Matthew Arnold

03 Dominique Baxewanos

03 Tilesh Bhaga

03 Elda Bredenkamp

03 Hanro Manefeldt

03 Thabang Ramaano

09 Tiaan Knoetzen

09 Esmé Smit

09 Riaan Sunny

09 Graeme Stiles

## 2025

01 Mia Roets

02 Vasilios Varfis

03 Justine Braun

04 Dayne Levinrad

04 Maputla Leseke

06 Andrew Walmsley

07 Aré Visagie

07 Tshepo Motlhose

07 Nicole Lindsay

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# PROGRAMMER

## 2026

01 Abed Matini

02 Phillip du Plessis

03 Andi Michlo

04 Matthew Arnold

05 Michael Healy

05 TJ Kitson

05 Nhlanhla Msibi

## 2025

01 Graham Talbot

02 Tshepo Motlhose

03 Aré Visagie

04 Arnold Vermaak

05 Hannes Oosthuizen

05 Sam Gilbert

06 Riaan Lewis

07 Brent Robinson

07 Byron Meyer

07 Luke Templeman

07 Sherwin Hulley

07 Thato Maloka

08 Leo Kamhoot

08 Tristan Vogt

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# REPRESENTATIVE PUBLISHER

## 2026

01 Sheila Afari

02 Amos Mananyetso

03 Elizabeth Giliomee-Rossouw

## 2025

01 Amos Mananyetso

02 Zamahlasela Gabela

03 Nokuthula Manyathi

04 Alicia Jooste

04 Genevieve Quintal

04 Shenilla Mohamed

05 Inga Bosch-Cloete

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# RESEARCHER

## 2026

01 Zara Brill

02 Claire Denham-Dyson

02 Chiedza Gwanzura

03 Zukiswa Luningo

03 Rifumo Mdaka

03 Lloyd Wybrow

## 2025

01 Maghiel Van Dorssen

02 Mapi Mhlangu

03 Lloyd Wybrow

03 Yoliswa November

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# MEDIA MANAGER SOCIAL

## 2026

01 Leng Mancoe

01 Terrie Molepo

02 Meaghan Essel

**03 Themba Zimila**

04 Lutho Deliwe

05 Tania van Wyk

06 Ya'ir Coenen

06 Ruan Scheepers

08 Sarah-Justine Ward

09 Kelly Moses

10 Bongile Dube

## 2025

01 Curt Attlee

02 Tshegofatso Dhlomo

03 Gorata Phefo

04 Dineo Mamabolo

05 Kamohelo Moeti

06 Chuma Maqanda

07 Tamaryn Williams

08 Azraa Ismail

08 Lizette Mostert

09 Brenda Ulay

10 Neha Machanda

10 Nqobile Vili

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# 2026

01 Leandi van Den Berg

02 Rosemary Kotze

03 Zoe Willems

04 Christy Nell

05 Deanne Hofhuis

06 Mbali Mchunu

06 Ray Mehtar

07 Robynne Rowlinson Bisset

08 John Joseph

08 Linda Musabayana

09 Lara Chatzkelowitz

10 Natalie Govender

# 2025

01 Qamani Nyewe

02 Kendal Zoghby

03 Neo Makhele

04 Kurt Jossie

05 Thembelihle Phetla

06 Laurent Marty

07 Chad Nelson

07 Lebogang Mathonsi

08 Rose Kotzé

09 Nomaswazi Phumo

10 Athenkosi Jarana

# SHORTLIST

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# STUDENT

## 2026

01 Arielle Marinakis

02 Chad Gaddie

03 Abia Bosman

03 Aidan Burns

03 Chelsea Fensham

03 Seth Hendriks

03 Jaden Jacobs

03 Daniel Krige

03 Tamlyn Moffatt

03 Destiny Nyamavuvu

03 Margaret Parada

03 Alexia Petrou

03 Danica Viljoen

03 Zané Witte

03 Liam Zackey

## 2025

01 Abia Bosman

01 Emma Clough

01 Isabel Pinnock

01 Zané Witte

05 Brian Khayalethu

05 Brighton Ncube

05 Danielle Naken Sage

05 Dylan van Niekerk

05 Erin Maschek

05 Ester Terblanche

05 Gene van Aswegen

05 Isabella Gray

05 Karindi Smit

05 Kenneth Mokgabudi

05 Keotlotlile Tlhabanelo

05 Kierra Theunissen

05 Laeeqah Cassim

05 Marisha Roberts

05 Neo Khomotso Mothudi

05 Ruby Dixon

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# UT DESIGNER

## 2026

| | |
|---|---|
| 01 | Jack Bergin |
| 01 | Botond Fiktusz |
| 01 | Medford Torr |
| 02 | Carys Bailey |
| 02 | Quintin Kok |
| 03 | Celine Margison |
| 04 | Josie Gailey |
| 04 | Hanro Manefeldt |
| 04 | Megan Milosevich |
| 06 | Jonathan Auret |
| 06 | Etta Ferreira |
| 06 | Robert Smart |
| 06 | Thabang Ramaano |
| 10 | Aqeelah Kader |
| 10 | Anja Van Rooyen |
| 10 | Chris Pollock |

## 2025

| | |
|---|---|
| 01 | Craig Wells |
| 02 | Mia Roets |
| 02 | Vasilios Varfis |
| 03 | Lawrence Louw |
| 04 | Liam le Roux |
| 04 | Lourens Botes |
| 04 | Robyn Brink |
| 06 | Hanro Manefeldt |
| 06 | Jessica Wright |
| 06 | Lucia Ma |
| 07 | Kenton Vos |
| 08 | Nerine Luies |
| 09 | Lurene Pelzer |
| 10 | Aqeelah Kader |
| 10 | Celine Margison |

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# UX DESIGNER

## 2026

01 Maria Burnell-Romeo

01 Maria Isabel Campa Nieto

01 Ryan Williams

**02 Carys Bailey**

**02 Quintin Kok**

**03 Maputla Leseke**

04 Mia Steenekamp

05 Hanro Manefeldt

06 Megan Milosevich

07 Jonathan Auret

07 Elda Bredenkamp

07 Etta Ferreira

07 Thabang Ramaano

## 2025

01 Maputla Leseke

02 Mia Roets

03 Craig Wells

04 Vasilios Varfis

05 Hanro Manefeldt

05 Jessica Wright

05 Lucia Ma

06 Liam le Roux

07 Nompilo Ndlovu

08 Haybree Ju -Aine

08 Lawrence Louw

08 Simon Spreckley

10 Lourens Botes

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# RANKING METHODOLOGY

The Bookmarks ranking methodology as detailed below was adapted from the Loeries methodology of ranking winners.

Points awarded to metal winners:

- 110 points for a Gold win
- 40 points for a Silver win
- 15 points for a Bronze win
- 90 points for a Craft Gold win
- 30 points for a Craft Silver win
- 10 points for a Craft Bronze win
- 1.5 points per finalist up to a maximum of 45 points

An entrant cannot receive points as a publisher, agency and brand. Points will be allocated to the most logical category for that entrant.

The Bookmarks Digital Rankings are calculated based on information provided by the entrant. While The Bookmark Awards and The Loeries Company go to great lengths to check and correct information, the onus is on the entrant to ensure the correct companies and individuals have been credited.

# THANK YOU TO THE 2026 BOOKMARK AWARDS PARTNERS:

These partners understand that meaningful progress is fueled by strong cross-sector collaboration and a collective dedication to elevating industry standards.

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# GET IN TOUCH

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