

FINALISTS

PLATFORMS			
ENTRY AGENCY	BRAND	PRODUCT	TITLE
Brand, Commercial & Retail Websites			
Bash	Bash	Website	The mall online
Malvah Studio	Pantheone Audio	Pantheone Audio Smart Speaker	Designed to be seen & felt
Bluegrass Digital	Kenya Airways	Kenya Airways Flights	Kenya Airways Website
So Interactive	Unifi Africa	Website UX/UI Redesign	Unifi Africa Website
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
MakeReign	Weylandts	Homeware & Furniture	Weylandts Online
MakeReign	MakeReign	Digital Interface Company	MakeReign
MakeReign	AvroKo	Interior Design	AvroKo Portfolio
E-Commerce Sites			
Malvah Studio	Pantheone Audio	Pantheone Audio Smart Speaker	Designed to be seen & felt
Bash	Bash	Website	Bash: The mall online
Beyond Agency	WANDA LEPHOTO	Website	WANDA LEPHOTO Website
MakeReign	Weylandts	Homeware & Furniture	Weylandts Online
Public Service & NPO platforms			
BIGBrave	Wild Bird Trust	NA	Save the Cape Parrot
Bluegrass Digital	Allan Gray Orbis Foundation	Entrepreneurial community app platform	The Gray Matter Lounge App
Software, Services & Platforms			
YONDER / VML	Vodacom	Vodacom World	Vodacom World of Collectibles
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
Mobile Apps			
Publicis Commerce & Digitas Liquorice	Retail Cloud	Retail Cloud	Retail Cloud
Bash	Bash	App	The mall in your pocket
Mobile Sites			
Joe Public	Chicken Licken	Brand	Gwijo Formations
McCann Joburg	Mugg & Bean	Menu	Wordle Challenge
Bash	Bash	Website	The Mall Online
MakeReign	Weylandts	Homeware & Furniture	Weylandts Online
MakeReign	MakeReign	Digital Interface Company	MakeReign
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Ogilvy South Africa	KFC	KFC	Do You Speak Emoji?
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury GeneroCity Map
Games			
Joe Public	Chicken Licken	Brand	Gwijo Formations
Sea Monster Entertainment	Nedbank	Chow Town on Roblox	Chow Town
LePub. Part of Publicis Groupe	Heineken Beverages	Klipdrift	Go For Gold Mobile Game
Accenture Song	Game	Retail	Game GAME
Accenture Song	Wesgro	Tourism, Trade and Investment	Startlight Adventures in the Cape Karoo
McCann Joburg	Mugg & Bean	Winter Menu	Wordle Challenge
Platform Innovation			
Wavemaker	Netflix	Netflix Series Launch	A 360 View of the Kingdom
Accenture Song	Wesgro	Tourism, Trade and Investment	Startlight Adventures in the Cape Karoo
Accenture Song	Game	Retail	Game GAME
YONDER / VML	Vodacom	Vodacom World	Vodacom World of Collectibles
YONDER / VML	Absa	Debit & Credit Cards	Absa Card Quest
Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Internal Business Platform			
Guerilla Africa	Anglo American	Rea Connecta	Meet the face that makes a difference
Customer Experience Design			
Joe Public	Chicken Licken	Brand	Gwijo Formations
Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Hearts & Science FZ LLC	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Promise	SAB (AB InBev)	Castle Lite	Extra Cold Certified
MakeReign	Weylandts	Homeware & Furniture	Weylandts Online
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School

COMMUNITIES			
ENTRY AGENCY	BRAND	PRODUCT	TITLE
Social Communities			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation Project
Digitas Liquorice	YouTube	YouTube	Made for You
Joe Public	Chicken Licken	Rock My Soul	Feel the Fire
VML South Africa	Spotify Africa	Spotify Africa	Spotify Africa Greasy Tunes
Accenture Song	Engen	Automotive	Social Communities
Brand Influence	Avon	Avon Hydramatic Lipstick	Avon Hydramatic Lipstick
VML South Africa	Nando's South Africa	QSR	The Voice of the People
Guerilla Africa	Anglo American	Rea Connecta	Meet the face that makes a difference
South African Breweries	South African Breweries	Castle Milk Stout	#ICarryTheirName
Use of User-Generated Content (UGC)			
Dialogue Communications	Springboks	Springboks	SA Rugby #bokfriday
Hellosquare	Tinkies	Tinkies	Made with You
Digitas Liquorice	YouTube	YouTube	Made for You
Joe Public	Chicken Licken	Rock My Soul	Feel the Fire
Brand Influence	PRIME	Prime Hydration Energy Drink	Drink Prime with Checkers
Ogilvy South Africa	KFC	KFC	Do You Speak Emoji?
Social Media Campaigns			
Dialogue Communications	Springboks	Springboks	SA Rugby #bokfriday
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
Hellosquare	Tinkies	Tinkies	Made with You
Brand Inc. - HaveYouHeard Group	Toyota	Toyota Brand	#HiluxLegends
Machine_	Spotify	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Digitas Liquorice	YouTube	YouTube	Made for You
VML South Africa	Spotify Africa	Spotify Africa	Spotify Africa Greasy Tunes
Joe Public	Chicken Licken	Brand	Thank You For Complaining
Happy Friday Cape Town	Liberty	Financial Advice	#AskingForAFriend
Mood Creative Agency	Cotton On	Summer Collection	Summer With Us
VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
Publicis	Toyota South Africa Motors (Pty) Ltd	Fortuner	Fortuner Challenge 2023 - Sam
OLIVER Marketing	Dove Men+Care	Dove Men+Care Deodorant	Rugby World Cup Tour
Accenture Song Cape Town	PepisCo	NikNaks	#OwnYourNak
MultiChoice Group	MultiChoice Group	Mzansi Magic	I Blew It' skits
Standard Bank	Standard Bank	Savings & Investment	Savings Month
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Commercial Vehicles	#VWDezemba 2.0
VML South Africa	Nando's South Africa	QSR	Fire Up TikTok
Ogilvy South Africa	KFC	KFC	KFC x Uncle Waffles: The Streets Hack
Ogilvy South Africa	KFC	KFC	Make it KFC
Ogilvy South Africa	KFC	KFC	Eat Chicken For Breakfast
Ogilvy South Africa	KFC	KFC	Do You Speak Emoji?
Online Video Channels			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Clockwork	Xbox	Sea of Thieves	Xbox Sea of Thieves
Special Effects Media South Africa	YouTube	Virtual Training Program	Made For You
VML South Africa	Nando's South Africa	QSR	Fire Up TikTok
Influencer Marketing			
Hellosquare	Tinkies	Tinkies	Made with You
Brand Inc. - HaveYouHeard Group	Toyota	Toyota Brand	#HiluxLegends
Machine_	Spotify	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Joe Public	Chicken Licken	Rock My Soul	Feel the Fire
Joe Public	Chicken Licken	Brand	Thank You For Complaining
Happy Friday Cape Town	Liberty	Financial Advice	#AskingForAFriend
Accenture Song	Engen	Automotive	Garage Tok
VML South Africa & SlikourOnLife & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
OLIVER Marketing	Dove Men+Care	Dove Men+Care Deodorant	Rugby World Cup Tour
EssenceMedia.com	P&G	Always	KeNako
MultiChoice Group	MultiChoice Group	DStv Stream	1995 – THE 2023 RUGBY WORLD CUP
South African Breweries	South African Breweries	Stella Artois	Let's Do Dinner
Ogilvy South Africa	KFC	KFC	KFC x Uncle Waffles: The Streets Hack
Ogilvy South Africa	KFC	KFC	Make it KFC
Dentsu Creative	Beiersdorf	NIVEA Radiant & Beauty	NIVEA For Your Shade of Beautiful
Ogilvy South Africa	KFC	KFC	Eat Chicken For Breakfast
VML South Africa	Nando's South Africa	QSR	Voice of the Creator

Social Media Innovation			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
VML South Africa & Slikour On Life & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
Special Effects Media South Africa	YouTube	Virtual Training Program	Made For You
South African Breweries	Castle Lager	Beverage	The Backup Squad
Ogilvy South Africa	KFC	KFC	Do You Speak Emoji?
CHANNELS			
ENTRY AGENCY	BRAND	PRODUCT	TITLE
Paid Search Marketing			
Lucid Performance Media	Netstar	Personal Vehicle Tracking	Netstar Sales Summit Through Strategic Search
Lucky Hustle	MTN	MTN Superflex	Flexing Great Results
Lucky Hustle	MTN	Online Marketing - Newlines	Turning Clicks into Conversions
Lucky Hustle	MTN	Online Marketing - Upgrades	Elevating Marketing Excellence
Mobius Digital	Hertz	Car Rentals	Old School Wins
Standard Bank & Mindshare	Standard Bank	LookSee Energy Solutions	LookSee by Standard Bank
Display Advertising			
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
Honest Marketing	Heineken	Heineken Silver	Heineken Silver
Ogilvy South Africa	Volkswagen South Africa	235kW Tiguan R	The Revving Banner
Native Advertising			
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
Online Video Series			
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Reusable Ads
Machine_	Spotify	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Happy Friday Cape Town	Liberty	Financial Advice	#AskingForAFriend
Joe Public	Chicken Licken	Rock My Soul	Feel The Fire
Levergy	Nedbank	Banking	#Run4Avos
Promise	AfriSam	Construction Materials	The Vluit Project
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Commercial Vehicles	#VWDezemba 2.0
Ogilvy South Africa	City of Cape Town	City of Cape Town Worst Passengers	Worst Passengers
Ogilvy South Africa	KFC	KFC	Eat Chicken For Breakfast
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
Content Marketing Strategy			
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Ogilvy South Africa	KFC	KFC	Make it KFC
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
Social Paid Advertising			
Hellosquare	Tinkies	Tinkies	Made with You
The MediaShop	Famous Brands	Debonairs: Cheezy Range	Debonairs: Cheezy Range
Lucky Hustle	MTN	Online Marketing - Samsung S24 Launch	From Launch to Leads
Magnetic Creative	BOS Brands	Ice Tea	EveryONE Is Brewed For Greatness
Innovative use of Media Planning			
Rainmaker Media	Unilever	Shield Deodorant	Shield Deo Drive
Wavemaker	BMW	BMW M2	Unleashing the last combustion M2 in South Africa
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
Rookdigital	Heineken	Heineken Silver	Heineken Silver Local Launch
Hearts & Science FZ LLC	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Email, Direct & Inbound Marketing			
ShopriteX	Checkers Xtra Savings	Hyper Personalisation Engine	Hyper Personalisation Engine
Use of Programmatic Media			
Rainmaker Media	Unilever	Magnum Chocolate Cookie Crumble	Magnum Chocolate Cookie Crumble
dentsu	Absa	Absa Homeloans	Absa NightVision Campaign
Penquin	Prima Interactive	Xbox	Xbox 24 Days of Christmas Campaign
Rookdigital	Heineken	Heineken Silver	Heineken Silver Local Launch
Rookdigital	Windhoek	Windhoek	Windhoek 100% Moments
Rookdigital	Heineken	Heineken 0.0	When You Drink Never Drive – Heineken 0.0

Digital Installations & Activations			
Machine_	Prime Video	Citadel	The Briefcase
Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Levergy	Nedbank	Banking	The Art of Wine
Promise	SAB (AB InBev)	Castle Lite	Extra Cold Certified
Digital Video Production			
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Commercial Vehicles	#VWDezemba 2.0
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
Use of CRM, Loyalty Programs & Gamification			
Joe Public	Chicken Licken	Brand	Gwijo Formations
Rainmaker Media	South African Breweries	Castle Lite	Castle Lite Tips for Taps
ShopriteX	Checkers Xtra Savings	Hyper Personalisation Engine	Hyper Personalisation Engine
Clockwork	Xbox	Sea of Thieves	Xbox Sea of Thieves
Channel Innovation			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Machine_	Prime Video	Citadel	The Briefcase
Wavemaker	Netflix	Series	Netflix Baby
ShopriteX	Checkers Xtra Savings	Hyper Personalisation Engine	Hyper Personalisation Engine
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
VML South Africa & Slikour On Life & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
Hearts & Science FZ LLC	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Rookdigital	Heineken	Heineken Silver	Heineken Silver Local Launch
Ogilvy South Africa	KFC	KFC	KFC x Uncle Waffles: The Streets Hack
M&C Saatchi Abel	Sealand	ECONYL Regenerated Nylon Range	The Poolution
Ogilvy South Africa	Volkswagen South Africa	235kW Tiguan R	The Revving Banner
Campaign / Microsites			
Joe Public	Chicken Licken	Chicken Licken Hotwings®	Cure the Craving
INOZI Technology Studio	Chicken Licken	Chicken Licken	Gwijo Formations
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Bots, Messaging and Dark Social			
YONDER / Shoprite Group	Checkers Sixty60	Online Shopping	Sixty60 Scratch & Win - Rugby World Cup
Podcasts, Live Streaming and Audio Streaming			
TBWA\ Hunt Lascaris	The Riky Rick Foundation	Riky Rick Foundation	Stronger
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Boss
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Intern
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	HR
Interactive Mixed Media			
Machine_	Prime Video	Citadel	The Briefcase
Accenture Song	Wesgro	Wesgro	Made in the Cape Market
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
Ogilvy South Africa	KFC	KFC	KFC x Uncle Waffles: The Streets Hack
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
EMERGING DIGITAL TECHNOLOGIES & CHANNELS			
ENTRY AGENCY	BRAND	PRODUCT	TITLE
Virtual Reality (VR) & Augmented Reality (AR)			
Simunye Media	AXE	AXE Deodorant	AXE's Virtual Reality Odyssey: Unveiling Fragrance Realms in South Africa's First Geodesic Dome Experience
Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
VML South Africa & Slikour On Life & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
YONDER / VML	Vodacom	Vodacom World	Vodacom World of Collectibles
YONDER / VML	Absa	Debit & Credit Cards	Absa Card Quest
Internet of Things			
Promise	SAB (AB InBev)	Castle Lite	Extra Cold Certified
Artificial Intelligence			
TBWA\ Hunt Lascaris	The Riky Rick Foundation	Riky Rick Foundation	Stronger
Levergy	Nedbank	Banking	The Art of Wine
Ogilvy South Africa	Audi South Africa	Audi Special Editions	Curated Collection

PUBLISHING			
ENTRY AGENCY	BRAND	PRODUCT	TITLE
Publisher Sites (Mass Appeal)			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Media24	News24	News website	News24: South Africa's most trusted news brand
Custom Publishing (Niche Appeal)			
Bizcommunity	Bizcommunity.com	Bizcommunity website	The Niche Business Community
Media24	News24	Niche site (giving readers a mobile-first overview of a year in news)	News24's Impact Report 2023
Social Media Content & Campaigns			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Digitas Liquorice	YouTube	YouTube	Made for You
CRTcreate	Sea Harvest	Fish Friday	Everyone's favourite Day
Special Effects Media South Africa	The Masked Singer South Africa	TV Show	Season 1 Launch
Data Strategy, Content & Campaigns			
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury GeneroCity Map
Video Content & Campaigns			
Media24	News24	Documentary	Blood on the Tracks: The Battle for Cape Town's Central Line
Media24	News24	Documentary series	Urban Oasis
CRTcreate	Sea Harvest	Fish Friday	Everyone's favourite Day
Media24	News24	Feature-length documentary	DOCUMENTARY Silenced: Why Babita Deokaran was murdered
Live Event Content			
LePub. Part of Publicis Groupe	Heineken Beverages	Klipdrift	Go For Gold. RWC 2023
VML South Africa	Spotify Africa	Spotify Africa	Spotify Africa Greasy Tunes
Media24	News24	News	LIVE UPDATE: The blast that shook a Joburg street
Levergy	International Cricket Council and Cricket South Africa	Sport	ICC Women's T20 World Cup
The Digital Plug	Brand South Africa	The South African Nation Brand	2023 Rugby World Cup Campaign
Audio Content, Podcasts & Campaigns			
East Coast Radio	East Coast Radio	African Story Magic	African Story Magic with Gcina Mhlophe: A Legacy Reborn with Sound
2Stories	International Girls' Schools Coalition	The 'On Educating Girls' podcast	On Educating Girls
Publisher Innovation			
SME South Africa	SME South Africa	Website	SME South Africa Innovation
RAPT Creative	The Real Network	The Real Network Podcast	The Real Network Launch
Publisher Brand-Building Campaigns			
Bizcommunity.com	Bizcommunity.com	BizTrends Content Feature	#BizTrends
RAPT Creative	The Real Network	The Real Network Podcast	The Real Network Launch
Publisher Monetisation			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
SME South Africa	SME South Africa	Website	SME South Africa Monetisation
CAMPAIGN			
ENTRY AGENCY	BRAND	PRODUCT	TITLE
Digital Campaign Strategy			
Dialogue Communications	Springboks	Springboks	SA Rugby #bokfriday
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
dentsu	Absa	Absa Homeloans	Absa NightVision Campaign
Accenture Song	Wesgro	Tourism, Trade and Investment	Startlight Adventures in the Cape Karoo
Accenture Song	Game	Retail	Game GAME
Clockwork	Xbox	Sea of Thieves	Xbox Sea of Thieves
iProspect - A dentsu Company + Grid Worldwide	Multichoice - DStv	DStv Stream	From R19,95 With Love
Ogilvy South Africa	Audi South Africa	Audi Special Editions	Curated Collection
Ogilvy South Africa	KFC	KFC	Make it KFC
Ogilvy South Africa	KFC	KFC	Eat Chicken For Breakfast
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
Digital Integrated Campaign			
Hellosquare	Tinkies	Tinkies	Made with You
Joe Public	Chicken Licken	Hotwings	Cure The Craving
Ogilvy South Africa	Audi South Africa	Audi Special Editions	Curated Collection
Ogilvy South Africa	KFC	KFC	Make it KFC
Promise	SAB (AB InBev)	Castle Lite	Extra Cold Certified
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
Ogilvy South Africa	SAB (AB InBev)	Castle Lite	Bad News Bingo
Mobile Campaign			
Hellosquare	Tinkies	Tinkies	Made with You
Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
VML South Africa & Slikour On Life & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
Ogilvy South Africa	KFC	KFC	KFC x Uncle Waffles: The Streets Hack
MakeReign	V&A Waterfront	Tourism	Joy From Africa

Best Use of Data			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Rainmaker Media	Standard Bank	Standard Bank Credit Card	Standard Bank's use of data clean room to drive credit card customer growth
ShopriteX	Checkers Xtra Savings	Hyper Personalisation Engine	Hyper Personalisation Engine
dentsu	Absa	Absa Homeloans	Absa NightVision Campaign
Clockwork	Xbox	Sea of Thieves	Xbox Sea of Thieves
Hearts & Science FZ LLC	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Honest Marketing	Heineken	Heinekene Silver	Project Ironman
Ogilvy South Africa	SAB (AB InBev)	Castle Lite	Bad News Bingo
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury GeneroCity Map
Integrated Mixed Media Campaign			
TBWA\ Hunt Lascaris	The Riky Rick Foundation	Riky Rick Foundation	Stronger
TBWA\ Hunt Lascaris	MTN South Africa	Sponsorship	The Silent Choir
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
Levergy	Telkom	Telecommunications	#StandTall
Ogilvy South Africa	KFC	KFC	Make it KFC
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Promise	SAB (AB InBev)	Castle Lite	Extra Cold Certified
Halo Advertising	Capital Legacy	Insurance	Where There's No Will
Break Through on a Budget			
Dialogue Communications	Springboks	Springboks	SA Rugby #bokfriday
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Reusable Ads
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
OLIVER Marketing	Dove Men+Care	Dove Men+Care Deodrant	Rugby World Cup Tour
Levergy	Nedbank	Banking	The Art of Wine
Ogilvy South Africa	Audi South Africa	Audi Special Editions	Curated Collection
Branded Content			
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
Joe Public	Nedbank	Investments	Reality Check
Joe Public	Chicken Licken	Rock My Soul	Feel the Fire
Levergy Marketing Agency	Nedbank	Banking	#Run4Avos
Promise	AfriSam	Construction Materials	The Vluit Project
Second Screen Campaign			
LePub. Part of Publicis Groupe	Heineken Beverages	Klipdrift	Go For Gold
CRAFT AWARDS			
ENTRY AGENCY	BRAND	PRODUCT	TITLE
Craft - Marketing Copywriting			
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Reusable Ads
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Boss
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	Intern
TBWA\ Hunt Lascaris	City Lodge Hotels	City Lodge Hotels	HR
Machine	Spotify	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
Clockwork	Xbox	Sea of Thieves	Xbox Sea of Thieves
Craft - Research			
Clockwork	Xbox	Sea of Thieves	Xbox Sea of Thieves
Craft - Interface Design			
Digitas Liquorice	Allan Gray Orbis Foundation	The Gray Matter Lounge - Allan Gray Orbis Foundation	The Gray Matter Lounge
INJOZI Technology Studio	Chicken Licken	Chicken Licken food	Gwijo Formations
INJOZI Technology Studio	QuidPro	QuidPro	QuidPro
MakeReign	Weylandts	Homeware & Furniture	Weylandts Online
MakeReign	MakeReign	Digital Interface Company	MakeReign
MakeReign	AvroKo	Interior Design	AvroKo Portfolio
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Ogilvy South Africa	KFC	KFC	Do You Speak Emoji?
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School
Craft - Software, Coding & Tech. Innovation			
TBWA\ Hunt Lascaris	The Riky Rick Foundation	Riky Rick Foundation	Stronger
Accenture Song	Wesgro	Tourism, Trade and Investment	Startlight Adventures in the Cape Karoo
INJOZI Technology Studio	Chicken Licken	Chicken Licken food	Gwijo Formations
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Craft - Strategy			
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Accenture Song	Wesgro	Tourism, Trade and Investment	Startlight Adventures in the Cape Karoo
Clockwork	Aware.Org	Aware.Org	Drunk Drivers Stay for Free
Clockwork	Xbox	Sea of Thieves	Xbox Sea of Thieves
OLIVER Marketing	Dove Men+Care	Dove Men+Care Deodrant	Rugby World Cup Tour
Bash	Bash	Shopping Platform	The platform power of together
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School

Craft - UX			
Digitas Liquorice	Allan Gray Orbis Foundation	The Gray Matter Lounge - Allan Gray Orbis Foundation	The Gray Matter Lounge
INJOZI Technology Studio	Chicken Licken	Chicken Licken food	Gwijo Formations
INJOZI Technology Studio	QuidPro	QuidPro app	QuidPro
Bash	Bash	Shopping Platform	Unifying an omni-shopping experience
MakeReign	MakeReign	Digital Interface Company	MakeReign
MakeReign	AvroKo	Interior Design	AvroKo Portfolio
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Ogilvy South Africa	Cadbury South Africa	Cadbury Dairy Milk Chocolate	Cadbury GeneroCity Map
Craft - Online Video/Moving Image			
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
Joe Public	Nedbank	Investments	Reality Check
Spitfire Films	Chicken Licken	Chicken Licken Love Me Tender Burger Meal	Baba Valentino
Ogilvy South Africa	Audi South Africa	Audi Special Editions	Curated Collection
99c	Checkers Sixty60	Checkers Sixty60	Bring it Home
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Commercial Vehicles.	#VWDezemba 2.0
Ogilvy South Africa	KFC	KFC	Make it KFC
Ogilvy South Africa	City of Cape Town	City of Cape Town Worst Passengers	Worst Passengers
Halo Advertising	Talent Digital Art	Super Dragon Punch Force 3	The Heist
Halo Advertising	Capital Legacy	Wills and Estate Services	Final Say
Halo Advertising	Auto&General	Insurance	Knysna (When Suddenly Happens)
Halo Advertising	Capital Legacy	Insurance	Where There's No Will
Craft - Social Media Community Management			
VML South Africa	Spotify Africa	Spotify Africa	Spotify Africa Greasy Tunes
Accenture Song	Engen	Automotive	Community Management
Special Effects Media South Africa	The Masked Singer South Africa	TV Show	Season 1 Launch
VML South Africa	Nando's South Africa	QSR	The Voice of the People
Craft - Digital Media			
VML South Africa & Slikour On Life & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
Hearts & Science FZ LLC	KFC	Uncle Waffles Burger	KFC Uncle Waffles
Ogilvy South Africa	Audi South Africa	Audi Special Editions	Curated Collection
Craft - Use of Sound			
TBWA\ Hunt Lascaris	The Riky Rick Foundation	Riky Rick Foundation	Stronger
TBWA\ Hunt Lascaris	MTN South Africa	Sponsorship	The Silent Choir
Joe Public	Chicken Licken	Brand	Gwijo Formations
VML South Africa & Slikour On Life & Think Creative Africa	Vodacom	None	Vodacom Hearing Challenge
Have Your Say	Auto Trader	Auto Trader Annual Electric Car Challenge	Can you believe this song was made by the Mercedes-Benz EQA
Promise	AfriSam	Construction Materials	The Vluit Project
Ogilvy South Africa	KFC	KFC	Make it KFC
Halo Advertising	Auto&General	Insurance	Knysna (When Suddenly Happens)
Craft - Interactive Design			
Accenture Song	Wesgro	Western Cape Exports	Made in the Cape Market
Accenture Song	Game	Retail	Game GAME
Accenture Song	Wesgro	Tourism, Trade and Investment	Startlight Adventures in the Cape Karoo
MakeReign	V&A Waterfront	Tourism	Joy From Africa
Craft - Digital Content Marketing			
Retroviral and Shaun James Films	Castle Lager	Castle Lager	The Granboks
8909	Paramount Africa	BET, MTV, Comedy Central, Nickelodeon	The Monetisation project
Promise	AfriSam	Construction Materials	The Vluit Project
Ogilvy South Africa	Volkswagen South Africa	Volkswagen Night School	Night School

SPECIAL HONOURS		
ENTRY AGENCY	BRAND	TITLE / NAME
Pixel for Purpose		
VML South Africa	Vodacom	Vodacom Hearing Challenge
OLIVER MARKETING	Lifebuoy	Global Handwashing Day
HOT 102.7FM	HOT 102.7FM	Hot Cares Christmas
Promise	AfriSam	The Vluit Project
Best Digital Student		
IIE-Vega	IIE-Vega	Caitlyn Grunewald
IIE-Vega	IIE-Vega	Anja van Rooyen, Dani Ogilvie, Suzaan van Heerden, Dune van Biljoen
IIE-Vega	IIE-Vega	Thina Hlatswayo, Sim�ne Le Roux, Emma Stobart, Ridyln Carlos Catin - Parentscool
IIE-Vega	IIE-Vega	Luke Roode - Lift-Split
IIE-Vega	IIE-Vega	Malope Badimo - Do You Drip?
IIE-Vega	IIE-Vega	Dana-Leigh Dunnett
IIE-Vega	IIE-Vega	Dana-Leigh Dunnet, Adam Delvecchio, Abigail Bothner, Jesse Raymond Reddy - Woolworths Light Kitchen
IIE-Vega	IIE-Vega	Motheo Molatoli, Muhammad Suhail Moosa, Vishva Bansri Patel, Jayne Phillips - For Dummies
IIE-Vega	IIE-Vega	Anja van Rooyen - All the Strings Attached
IIE-Vega	IIE-Vega	Thina Hlatswayo
IIE-Vega	IIE-Vega	Luke Roode, Indigo Camichel, Ashlee Kovachi - Stories to Crunch
Red and Yellow School of Creative Business	Red and Yellow School of Creative Business	James Funston
IIE-Vega	IIE-Vega	Lea Fourie - The Regret Gala
IIE-Vega	IIE-Vega	Suzaan van Heerden
Digital Rising Star		
MultiChoice Group	Renaldo Schwarp	Renaldo Schwarp