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 9th 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
Digital Strategy				
Bronze	Ogilvy	Yum Brands	KFC Fill Up Meals	Fill Ups
Digital Campaign				

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

For good Platforms				
Bronze	Ogilvy	Volkswagen South Africa	Amarok	Amarok Social Test Drive
Games				
Silver	Ogilvy	Castrol	Castrol	Race to the Fastest Place on Earth
Special Awards				
Best Agency	Ogilvy	Ogilvy		Ogilvy
Brand of the Year	Ogilvy	KFC		KFC

- **Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio** 26 Mar 2024
- **Ogilvy's new AI-driven campaign for Audi, makes the impossible possible** 25 Mar 2024
- **Ogilvy launches a Creative Technology Academy for emerging South African Talent** 18 Mar 2024
- **Ogilvy Health leverages the power of data to launch South Africa's first patient-led cancer registry** 26 Feb 2024
- **Ogilvy 2024 Social Media Trends** 13 Feb 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