

# 2020 Bookmark Awards judges are announced

Issued by [IAB South Africa](#)

14 Nov 2019

The IAB SA has announced a panel of industry leaders who will judge the Bookmark Awards in 2020.



The Bookmark Awards seeks to recognise and reward digital excellence and empower all members of the digital media and marketing industry to thrive in the digital economy.

Andrea Quaye, Vice President of Marketing at Anheuser-Busch InBev and jury president of the 2020 Bookmark Awards says, *"I'm thrilled to be joined by such an esteemed and professional Bookmarks Jury in 2020 – a group of extremely talented individuals who bring a diverse point of view to the judging process and who share their expertise to set the benchmark for digital excellence in South Africa. Our job is to define what is considered to be the best work in digital – for its innovation, creativity, impact and effectiveness. To win at The Bookmarks, demonstrates excellence in achieving business results through the power of digital."*

## Eight clear jury panels



The IAB has listened to industry feedback and has divided the judging of work into eight clear jury panels: marketers, builders, publishers, innovation engineers, gamers, performance marketing, special honours and a new 8th panel: social, community and digital influencer marketing.

Matthew Arnold, chief engagement officer at VMLY&R, IAB SA Agency Council Member and IAB SA 2020 Bookmarks Committee lead says "Bookmarks 2020 is about allowing brands to be brave and giving them the platform and tools to illustrate the business impact of their campaigns. The awards consistently strive to offer a host of practical examples of how marketers, agencies and publishers have executed digital campaigns to deliver sustainable impact on their business. We are especially excited about the newly introduced categories, as well as the decision to elect an 8th panel representing specialists in Social, Community and Digital Influencer Marketing."

The inaugural Social, Community and Digital Influencer Marketing Panel is led by Kalliebree Keynerd, Head of Social at

Joe Public Connect; The Marketing Panel is led for the second year by Molefi Thulo, Executive Creative Director Ogilvy South Africa; Publishers by Chris Louw, Head of Content for Hive Digital and IAB SA Publisher Committee Chair; Performance Marketing by Clare Trafankowska, Head of Digital Carat for her second year; Builders by Robyn Campbell, Managing Director at Hello FCB+ Cape Town and IAB SA Agency Council Chair; Innovation Engineers by Dee Chetty, Lead - Accenture Interactive Africa, Special Honours by Charlene Beukes, GM at 24.com and IAB SA Executive Board Member for her second year; and Gaming by Gabriel Ramokotjo, CEO Ekasi Sports.

## Build brands digitally

There is no doubt that digital interventions have the power to transform business, but our industry currently faces the challenge of creating a clear set of criteria for the measurement of success. As we look to the future, it is the responsibility of the IAB, its members and the industry to create the benchmarks for business excellence in the digital economy. The Bookmark Awards presents the opportunity to develop measurement data to develop benchmarks for business excellence, and our current awards platform and data is a strong foundation for this to take place. This is why the Bookmarks have the potential to affect industry change with the IAB SA and CONNECT Benchmarking report that has commenced under the leadership of Melissa van Zyl, Partner at M&C Saatchi Connect and previous IAB SA board member, due for delivery in Q1 2020.

Paula Hulley, CEO of the IAB SA says, “A huge thank you goes out to the industry for their incredible response to the 2020 Bookmarks nomination process, including a wide spectrum of small to big companies, specialists and digital generalists, independents and groups with diversity across company, age, gender, race, capability and expertise. It is this strong, highly-skilled, diverse panel of judges that represent the evolution of the digital industry. We feel privileged to hear their unique insights on this year’s work, as the 2020 Bookmarks sets the benchmark for digital excellence in our country.”

## Full list of judges

BOOKMARKS 2020 SOCIAL, COMMUNITY and DIGITAL INFLUENCER MARKETING PANEL		
Kalliebree Keynerd	Head of Social	Joe Public Connect
Melissa Attree	Creative Director	Ogilvy
Loyiso Twala	Creative Director	FCB
Stephane Rogovsky	CEO	R-Squared Digital
Paballo Rampa	Senior Specialist: Content Marketing	Vodacom
Sarah Browning-De Villiers	Chief Content Officer	Publicis Machine
MJ Khan	Group Digital Platforms Manager	Sasol
Christine Wienekus	HOD: Social & Content	HelloComputer
Michal Turner	Content and social strategist	OneDayOnly
Lloyd Wybrow	Head Of Social Media	Digitas Liquorice
Aviv Weil	Head of Creative Shop Africa	Facebook
Sizakele Nene	Brand Strategist and Content Lead	ARC Interactive
Atiyya Karodia	Lead Strategist	VMLY&R
Theodora Lee	Social Media Creative	King James Group
Minnie Munyambu	Social Media Manager	Soulproviders Collective

**The Social, Community and Digital Influencer Marketing Panel judges the following**

## categories:

Social Communities

Use of User Generated Content

Social Media Campaigns

Influencer Marketing

Branded Content

Craft - Excellence in Social Media Community Management

Social Media Innovation

Bots, Messaging and Dark Social

Online Video Channels

BOOKMARKS 2020 MARKETING PANEL		
<b>Molefi Thulo</b>	<b>Executive Creative Director</b>	<b>Ogilvy</b>
Jacquie Mullaney	Executive Creative Director	VMLY&R
Gareth McPherson	MD & Chief Creative Officer	Publicis Machine
Thabisa Mkhwanazi	DStv Marketing Director (ex-KFC head of marketing)	DStv
Emma Drummond	Creative Group Head	King James
Kabelo Moshapelo	ECD	TBWA
Camilla Clerke	ECD	HelloFCB+
Velokuhle Ngubane	Group MD Avatar Agency	Avatar Agency
Lucia Maseko	Head of Integrated Brand	Nike
Suzanne Mybergh	Head of Digital Media and Marketing	FNB
Charnell Young	Creative Director	BRANDTRUTH//DGTL
Joanna Mondon	Group Digital Marketing Manager	Hollard
Mbali Ndandani	Africa Digital Manager	Unilever
Brian Carter	Executive Creative Director	Digitas Liquorice
Nick Duminy	Marketing Manager: Carling Black Label, Africa Zone, at Anheuser-Busch InBev	AB Inbev

## The Marketing Panel judges the following categories:

Native Advertising

Innovative use of Media

Email, direct & inbound marketing

Second screen campaign

Digital Integrated Campaign

Mobile Campaign

Integrated Mixed Media

Craft: Excellence in Marketing Copywriting

Craft - Excellence in Strategy  
 Craft - Excellence in Use of Sound  
 Digital Campaign strategy  
 Integrated Mixed media campaign  
 Craft Excellence in Research  
 Craft Excellence in online video production  
 Online Video  
 Campaign Microsites  
 Podcasts and Audio Streaming

BOOKMARKS 2020 PERFORMANCE MARKETING PANEL		
<b>Clare Trafankowska</b>	<b>Head of Digital Carat</b>	<b>Carat</b>
Christophe Chantraine	Managing Director Social.Lab	Ogilvy
Michael Walker	Head of performance marketing	Gumtree
Mpumelelo Madonsela	Lead Media Strategist	VMLY&R
Sagren Pather	Head analytics media and personalization	Standard Bank
Lindy Rudman	Portfolio Manager: Digital Media	Vodacom
Matt Wilke	Head of Programmatic	Media24
Ariel Sumerik	Managing Director	Conversion Science
Pilira Mwambala	Digital Marketing Specialist	Digital Marketing Freelancer
Jonathan Lawoyin	Head of Performance Marketing at Showmax	Showmax
Lauren Chavez	Executive Earned Media Director	King James
Lorraine Landon	Head of Agencies SA	Google
Cherise Rodgers	Head of FAST Mindshare	FAST, Mindshare
Audrey Naidoo	Head Digital Marketing	ABSA
Luke Jedeiken	Co-CEO / CMO	Superbalist

## The Performance Marketing Panel judges the following categories:

Paid Search Marketing  
 Organic Search Marketing  
 Display Advertising  
 Social Paid Advertising  
 Data-driven Campaign  
 Channel Innovation  
 Craft: Digital Media  
 Use of Programmatic Media  
 Online Video Series

BOOKMARKS 2020 BUILDERS PANEL		
<b>Robyn Campbell</b>	<b>Managing Director</b>	<b>HelloFCB+</b>
Germari Steenkamp	Head of User Experience	VMLY&R
Walter Madzonga	Head of Digital	Phillip Morris

Ally Behr	Creative Director	MakeReign
Agisanang Masakela	Senior Manager Content Discovery	Multichoice
Gareth Forbes	Head of Data	ARC Worldwide
Riaan Wolmerans	Managing Editor Digital	TISO Black Star
Jessica van der Westhuyzen	Digital Marketing Manager	OneDayOnly
Nkanyezi Masango	Creative Director	King James Cape Town
Thibedi Meso	ECD	House of Brave
Matt Barnes	Chief Creative Officer	Ogilvy
Sturae Hickley	Platforms & Media Consultant	NMPI Digital
Gregory King	Integrated Creative Director	Promise

## The Builders Panel judges the following categories:

E-Commerce Sites

Public Service and NPO platforms

Mobile Apps

Mobile Sites

Online Video Series

Content Strategy

Craft: Excellence in Interface Design

Craft - Excellence in UX

Platform Innovation

Craft: Interactive design

Customer Experience Design

Employee Experience Platform

Brand System or Brandfile platform

Online Video Series

BOOKMARKS 2020 PUBLISHER PANEL		
Chris Louw	Head of Content	Hive Digital
Landi Groenewald	Product Owner of Eyewitness News and Product Growth Strategist, PMB.	Primedia Broadcasting
Razia Van Der Schuur	Director	Change news digital
Leigh Kinross	Managing Director	ASSOCIATED MEDIA PUBLISHING
Leigh Andrews	Editor-in-Chief, Marketing & Media	Bizcommunity.com
Marc Hershowitz	Head- digital	Cars.co.za
Natalie Pool	Head of Social & Content	VMLY&R
Siyabonga Africa	SAMIP Program Officer	South Africa Innovation Media Programme (SAMIP AND MDIF)
Lebogang Boshomane	Editor Sowetan Live, TISO	SOWETAN LIVE TISO

Musa Kalenga	Chief Future Officer	House of Brave
Riana Howa	Head of News IOL	IOL
Basil Fortuin	Digital Publisher	24.com

## The Publisher Panel judges the following categories:

Publisher sites (mass appeal)  
 Publisher Specialist sites or features  
 Mobile Content  
 Electronic Newsletters  
 Social Media News Coverage  
 User-Generated Content  
 Data Stories  
 Online news videos  
 Live event coverage  
 Podcast and Audio Streaming  
 News Innovation  
 Craft: Excellence in News or Feature Writing

BOOKMARKS 2020 INNOVATIVE ENGINEERS PANEL		
<b>Dee Chetty</b>	<b>Lead - Accenture Interactive Africa</b>	<b>Accenture Interactive</b>
Brendan Arries	Creative Technologist	HelloFCB+
Johann Schwella	Creative Director	TBWA\South Africa
Lauren Foster	Managing Director	TMI Collective
Johan Walters	Lead Tech Solutions Consultant	DQ&A
Hazel Scrimgeour	Senior Service and Interaction Designer	Fjord (Accenture)
Melissa Carney	Head of Digital	Ogilvy
Natasha Matos-Hemingway	Showmax Chief Marketing Officer	Multichoice Connected Video - Showmax and DStv Now
Candice Goodman	Managing Director	Mobitainment

## The Innovative Engineer Panel judges the following categories:

Web Applications  
 Digital Installations and Activations  
 Use of CRM, Loyalty Programs & Gamification  
 VR & AR  
 Internet of Things  
 Artificial Intelligence -  
 Craft - Software, Coding & Tech. Innovation

BOOKMARKS 2020 GAMERS PANEL		
<b>Gabriel Ramokotio</b>	<b>CEO</b>	<b>Ekasi Esports</b>

Tramayne Monaghan	Chief Innovation Officer	Tencent Africa
Luke Goller	Managing Partner	Arc Interactive
Kyra Antrobus	Creative Director	King James Digital
Chantelle Herbst	Head Of Twitter Sponsorships	Ad Dynamo
Leila Byrne	Business Unit Head: Beiersdorf	Carat
Verushen Reddy	Director - Strategy and Innovation	Promise

## The Gamers Panel judges the following categories:

Games

BOOKMARKS 2020 SPECIAL HONOURS PANEL		
<b>Charlene Buekes</b>	<b>GM</b>	<b>24.com</b>
Julia Raphaely	CEO	ASSOCIATED MEDIA PUBLISHING
Artwell Nwaila	Head of Creative Agencies	Google
Ahmed Tilly	CCO	FCB
Alistair Mokoena	CEO	Ogilvy SA
Mpume Ngobese	Managing Director	Joe Public Connect
Pete Case	Entrepreneur	Independent
Nomacala Martha (Gapare) Mpeta	Head of Learning	Digify Africa
Karin du Chenne	Chief Growth Officer	Kantar
Simon Hartley	CEO	Wumdrop
Karabo Songo	CEO	House of Brave
Khensani Nobanda	Group Executive: Marketing and Corporate Affairs	Nedbank
Julie-Anne Walsh	Chief Marketing Officer	Take-a-lot
Moe Kekane	Creative Group Head	King James Group
Claire Cobbledick	General Manager	Gumtree
Enver Groenewald	Marketing Director	Unilever

## The Special Honours Panel judges the following categories:

Best Digital Student

Best Digital Youngster

Best Marketer

Best CTO

Best Online Journalist

Best Direct Brand or Online Business

Best Contribution to Transformation in the Digital Industry

Pixel for Purpose

Best Individual Contribution to Digital  
Brand of the Year  
Best Publisher  
Best Digital Agency

The IAB SA is proud of its multi-faceted panel of judges and is excited to see the result of their work in the coming months - specifically with regards to business impact and creativity.

**For more information on the Bookmark Awards, click [here](#).**

The 12th Annual Bookmark Awards, Powered By DSTV Media Sales, are on Thursday the 19th of March 2020 at The Galleria in Sandton, Johannesburg, following the IAB SA and MASA endorsed Nedbank IMC conference, where the BMA 2020 Jury President, Andrea Quaye, is speaking to **Evolution at work: Marketing's new capabilities**. Book your 2020 Bookmark Award tickets here: <https://www.howler.co.za/events/iab-bookmark-awards-2020-5a7d>. Award Entries are open until 20 November 2019: Enter your work here: <https://thebookmarks.co.za>. IAB SA Member discounts apply. For sponsorship opportunities email IAB CEO Paula Hulley: [Paula@iabsa.net](mailto:Paula@iabsa.net)

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