

# Ogilvy dominant at Bookmarks

Issued by [Ogilvy South Africa](#)

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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 9<sup>th</sup> 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                    |
|-------------------------|--------------|------------|-------------------|--------------------------|
| <b>Digital Strategy</b> |              |            |                   |                          |
| Bronze                  | Ogilvy       | Yum Brands | KFC Fill Up Meals | <a href="#">Fill Ups</a> |
| <b>Digital Campaign</b> |              |            |                   |                          |

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

|                           |        |                         |         |  |
|---------------------------|--------|-------------------------|---------|--|
| <b>For good Platforms</b> |        |                         |         |  |
| Bronze                    | Ogilvy | Volkswagen South Africa | Amarok  | <a href="#">Amarok Social Test Drive</a>           |
| <b>Games</b>              |        |                         |         |  |
| Silver                    | Ogilvy | Castrol                 | Castrol | <a href="#">Race to the Fastest Place on Earth</a> |
| <b>Special Awards</b>     |        |                         |         |  |
| <b>Best Agency</b>        | Ogilvy | Ogilvy                  |         | Ogilvy   |
| <b>Brand of the Year</b>  | Ogilvy | KFC                     |         | KFC  |

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