

Ogilvy & Mather SA's digital integration dominates at Bookmark Awards

Issued by [Ogilvy & Mather SA](#)

5 Mar 2015

The agency group takes home sixteen awards across multiple specialist units, with Gloo receiving the coveted Best Agency award.



The Ogilvy & Mather SA Group (O&M SA) generated outstanding results at the [IAB Bookmark Awards](#), the country's annual and premier digital marketing effectiveness awards, held last night at Turbine Hall in Newtown.

The agency group took home 16 awards - double its nearest competitor - including four Gold, five Silver and six Bronze trophies, spanning O&M SA's integrated business units and specialist disciplines. To complete the evening, Gloo was awarded the Special Honour Best Agency award. O&M SA and Gloo Digital Design (Gloo) joined forces in early November, which will see a fully merged operation in Johannesburg, known as Gloo@Ogilvy, with OgilvyOne Worldwide and Gloo remaining as separate offices in Cape Town.

"The Bookmarks Awards are a great endorsement of the high level of creativity and effectiveness that we strive to achieve across all our digital work," said Ben Evans, OgilvyOne South Africa's National Managing Director. "They are also a direct reflection of the quality of our clients with whom we have built terrific creative partnerships."

Nicholas Wittenberg, National Group Creative Director of OgilvyOne South Africa commented on [Comedy Central's South Park campaign](#), which took home two gold and one silver award; "Comedy Central's South Park campaign was a classic case of how a challenging budget can force us to think pretty smartly - I'd define this as a great example in the dark art of guerrilla marketing".

The Bookmarks results follow the [2014 Assegai Awards](#), in November, for work in digital and direct marketing where OgilvyOne and Gloo also topped the agency charts, walking away with six Golds, seven Silvers, four Bronzes and four Leader awards.

"This year's Bookmarks was another great showing for us," said Pete Case, co-Chief Creative Officer of Ogilvy & Mather South Africa and founder of Gloo. "The big difference this year being the additional layer of integrated work where we're increasingly proving that mediums that work together can deliver more effective results for our clients. When you add these results together with our recognition for innovation and creativity at Loeries - we've had a fantastic last 12 months of creating standout work. Most pleasing is that all the hard work behind our recent merger has already resulted in great work for our clients."

Entries into the Bookmarks included work done by OgilvyOne Worldwide, Gloo, Ogilvy Public Relations, Social@Ogilvy and Neo@Ogilvy.

Top 10 Agency Winners at The Bookmark Awards 2015:

AGENCY	GOLD	SILVER	BRONZE	LEADER	OTHER	TOTAL AWARDS
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Ogilvy & Mather SA Group (O&MSA)	4	5	6		1	16
King James	2	2	4			8
Quirk	1	2	2			5
Liquorice		1	4			5
Society	2	1	2			5
Atmopshere	2	1	1			4
Punk		2	2			4
Hellocomputer		2	1		1	4
NATIVE VML	1	1	1		1	4
Saatchi & Saatchi Synergize		1	1		1	3

Ogilvy & Mather SA Bookmark Award Wins 2015:

CATEGORY	GOLD	SILVER	BRONZE	OTHER	TOTAL AWARDS
CORE AWARDS: Advertising & Search					
Branded Content			1		
Media Plan			1		
Native Advertising	1				
CORE AWARDS: Social, Community & PR					
Social Media Properties		1	1		
Use of User Generated Content	1				
CORE AWARDS: Application & Tools					
Games and gamification			1		
CORE AWARDS: Integrated/ Mixed Media					
Digital Installations and activations			1		
Integrated Multi-platform campaign		3			
Integrated Mobile campaign	1	1			
CORE AWARDS: Mobile					
Mobile Application/ Tool			1		
Copywriting	1				
SPECIAL HONOURS AWARDS					
Best Agency				1	
	4	5	6	1	16

For a complete list of Awards please visit the [IAB Bookmarks Awards](#) website.

Further information

- Ogilvy & Mather is a global network built around its core of partnering with clients to create advertising and communications that is both strategically creative and effective.
- Ogilvy & Mather South Africa, which was established in 1984, offers specialist and integrated services in advertising; public relations; branding and identity; shopper and retail marketing; healthcare communications; direct; digital; CRM; mobile; promotion and relationship marketing; strategic consulting and branded content.
- At 31 December 2014, Ogilvy & Mather South Africa had over 900 employees across 16 specialised companies in three local offices.
- For more information, visit <http://www.ogilvy.co.za> or follow us on Twitter at [@OgilvySA](#), on [fb.com/ogilvySA](#), on Flickr and on [Vimeo.com/ogilvysa](#).

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