

Mark1 lands a silver pixel at the 2018 IAB Bookmark Awards

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Mark1 was recognised as leaders in the digital industry when it scooped the silver pixel in display advertising at the 2018 IAB Bookmark Awards.



The Bookmarks rewards excellence in digital and recognise the powerful impact interactive has on the overall marketing mix. It sets the benchmark for tech, digital and leading-edge innovation. The award-winning work by agencies seeks to inspire and educate the industry about the power to build brands through creative and high-impact digital executions that deliver measurable results.

Daan du Toit, Mark1's managing director, says he is ecstatic about the award, which he says demonstrates that Mark1 is leading the way in the digital industry in South Africa and that it's on par with the rest of the world.

"This is a world-class award for an outstanding campaign and to be recognised by the IAB - a prestigious industry body is both an honour and a privilege," he says.

Du Toit explains that the category Mark1 scooped the silver pixel in was for its work done on the KFC Add Hope campaign. The campaign used 360° video and built it into a 300x250 video banner, specifically aimed at a smartphone. The banner ad displayed a one-touch virtual reality (VR) mode and invited mobile users to insert their mobile device into a VR headset, with the ultimate aim of providing South Africans the unique opportunity to meet some of the disadvantaged children who benefit from KFC's Add Hope campaign, which requests that customers donate R2 with every purchase to help tackle hunger in the country.

"The success of this specific campaign illustrates that digital is considered a powerful vehicle of change that can be used so well for social good. As a team, we are proud of this accolade and thrilled that we are able to deliver to our clients work

of an award-winning standard," Du Toit says.

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