

Two SA agencies nominated for The Webby Awards

The International Academy of Digital Arts & Sciences (IADAS) has announced the nominees for the 23rd Annual Webby Awards. Among those recognised this year in the Advertising, Media & PR categories are South Africa's Net#work BBDO and TBWA\Hunt\Lascaris.



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As Webby nominees, both pieces of work have been singled out as one of the five best in the world in their categories (and among the top 10% of all work entered) and is competing for the internet's two most coveted awards: The Webby Award and The Webby People's Voice Award.

The Webby Award, selected by the Academy, and The Webby People's Voice Award, voted on by internet fans around the world at <http://vote.webbyawards.com>. Voting for the Webby People's Voice Awards is open now until Thursday, 18 April 2019 at 11:59 PM (PT).

To vote for 'Return to Chapman's Peak', by Net#work BBDO, click [here](#).

To vote for 'Breaking Ballet' by TBWA\Hunt\Lascaris, click [here](#) and [here](#).

Continued innovation within the advertising and media industry

Leading the nominees are BBDO New York with 23 nominations. They are joined by McCann New York (14 nominations), Wieden+Kennedy (13 nominations), R/GA (12 nominations), TBWA Media Arts Lab (11 nominations), Basic Agency (8 nominations), Edelman (8 nominations), Moxie Communications (8 nominations), and MediaMonks (6 nominations).

“Every year we’re blown away by continued innovation within the advertising and media industry,” said Claire Graves, executive director of The Webby Awards.

“ This year’s nominees made some of the most inspiring campaigns we’ve seen so far—with creative approaches to tackle the global challenges, highlight technological progress around the world, or simply to captivate the minds of consumers. We are thrilled to honour their contributions and achievements. ”

Some of the most noteworthy marketing campaigns combined incredible creative concepts with the innovative use of tech and media platforms to develop memorable and effective advertising experiences. Nominees include Nike Shanghai Never Done Shop (AKQA Shanghai), Unravel van Gogh (Dept), The Indoor Generation (&Co./NoA), Whopper Neutrality (David the Agency), Dilly Dilly (Wieden+Kennedy), MedMen – The New Normal (Mekanism), HORNBACH “Room of Silence, Giving Toilets a Voice” (Heimat Werbeagentur GmbH), Big Bell (Deutsch), adidas Originals SHPTLKS (Annex88), IHOb (Droga5), Jordan Brand: Air Jordan XI Concord (Laundry Service), #sitesinunderanhour (Juniper Park/TBWA), Stop your boobs playing their own game (The Monkeys), New York Public Library Insta Novels (Mother New York), and Apple Welcome Home (TBWA/Media Arts Lab).

Corporate responsibility campaigns

With brands more focused than ever before on taking a stand and aligning with social good, The Webbys saw myriad corporate social responsibility campaigns drawing attention to pressing issues, including Nominees: Corazon – Give Your Heart (JohnXHannes New York), #DefyTheName (BBDO New York), Dear Future Dads (Virtue), Roo (Work&Co), Uncensored Playlist (MediaMonks), @SeeLikeMenna (Saatchi & Saatchi), Treatment Box (messing pieces), and The Most Vicious Cycle (McCann NY).

This year The Webby Awards announced a category dedicated to honouring work created by advertising students. With their innate digital dexterity and fresh perspective, young people are often setting new benchmarks for creativity and pushing the boundaries of innovation. Nominees include: The Portfolio Apartment (Alexander & Christian), The Deported: Life Beyond the Border (JOVRNALISM), Apple: Saving Smiles and HoriznStudios: The World Exploring Suitcase (Miami Ad School Europe GmbH), and Reality Check: Choose Your News (University of California Berkeley).

Academy judges including GE CMO Linda Boff, DDB Worldwide CEO Wendy Clark, 360i president Abbey Klaassen, BBDO New York CCO Greg Hahn, The Martin Agency CEO Kristen Cavallo, JPMorgan Chase CMO Kristn Lemkau, Droga5 founder and creative chairman David Droga, and Wieden+Kennedy co-president Colleen Decourcy select the Webby Winners each year.

Fewer than 10% selected as nominees

Winners for the 23rd Annual Webby Awards will be announced on Tuesday, 23 April 2019, and celebrated at a star-studded Awards Show hosted by actress and comedian Jenny Slate on Monday, 13 May 2019, at Cipriani Wall Street.

The Webby Awards received 13,000 entries from 50 states and 70 countries worldwide. From the thousands of global entries submitted, fewer than 10% were selected as nominees.

EY provides vote tabulation consulting for The Webby Awards. For a complete list of nominees and to vote for the People's Voice Awards, please click [here](#).

For more, visit: <https://www.bizcommunity.com>