

Clockwork digital campaigns receive 5 nominations at the Bookmark Awards 2021

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Clockwork's interactive communications campaigns continue to make waves in the South African advertising and marketing industry, with five solid nominations at the annual IAB Bookmark Awards - the benchmark for tech, digital and leading edge innovation.





BOOKMARKS 2021 FINALIST

ACER #INSTAPITCH

acer

With the Microsoft “XBox Hall Of Fame” campaign as the forerunner with three nominations, alongside Acer’s “#Instapitch” with two, the recognition is testament to holistic creativity with high impact executions that delivered strong and measurable results for the clients.



Q&A with Penny Motsamai, public relations director at Clockwork

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The categories that Clockwork received nominations for are a direct reflection of the company’s strength in the industry and perfectly highlight areas of expertise in which Clockwork continues to excel.

The nominations are as follows:

Microsoft “XBox Hall Of Fame”

Campaign: Digital Strategy

Channel: Email, Direct, Inbound Marketing

Channel: Use of CRM, Loyalty and Gamification

Acer #Instapitch

Community: Use of user-generated content

Community: Social Media Innovation

The awards will take place on 29 July 2021.

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