Digital download with... Honeykome

By Leigh Andrews   29 Mar 2017

Local digirati shone at the recent IAB Bookmark Awards 2017. Here's digital feedback from Honeykome.

The winning team, L to R: Allan Slow, art direction; Michael Walker, media strategist; Desere Orrill, MD; Leeroy Duke, client services; and Ryan Jonathan, animation. In absence: Gordon Laws, creative director for this work; Jacob Claassens, videographer; and Slade Reyneke, media buyer.

Honeykome was presented with an 'innovative use of media' bronze pixel for online sports betting site Sportingbet's I Bet You Don't Skip at the Bookmark Awards.

That's why the team sent through this thumbs up emoji to show how they're currently feeling.

"Every year the calibre of work gets set a little higher this year was no different with fantastic examples of work from a wide variety of brands, agencies and publishers. We shone in the category of innovative use of media, winning a bronze," says art director Allan Slow, with credit for the work also going to their video editing team and their performance media buying team.

Click here for the full list of 2017 IAB Bookmarks Award winners and visit our special section for the latest updates!

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.
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