

Digital download with... Honeykome

 By Leigh Andrews

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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.

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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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