

Bookmark Awards 2016 entry series: Community

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With the deadline for entries to the prestigious IAB SA Bookmark Awards extended to 30 November, digital marketers have one last opportunity to enter and do battle for the industry's most coveted awards across eight categories, of which the Community category is one.

The Bookmark Awards celebrate the country's most creative and high-impact digital executions and rewards excellence in digital advertising and publishing work, benchmarked against the highest international standards.

"Marketing to online communities is fast becoming one of the most important components of digital marketing," says Fred Roed, Head of IAB SA's Agency Council. "Communities provide the opportunity to turn happy customers into brand ambassadors. There are some really innovative community initiatives in the country, and this category celebrates those efforts."

The COMMUNITY category comprises the following subcategories:

- **Existing Social Communities**

Ongoing permanent homes for brands or publishers on social media - think Wrigley's Facebook page or [Deloitte's LinkedIn page](#).

- **New Social Communities**

Newly launched social media homes for brands or publishers - think [CNN on Snapchat](#).

- **Innovative Use of Social Media**

Use of social media in a particularly clever, new or innovative way to achieve results. Think [Mercedes-Benz GLA designer on Instagram](#).

- **Use of User Generated Content**

Best use of user-generated content to achieve a marketing or publishing goal. Think [Wendy's Bacon Pretzel Cheeseburger](#).

- **Social Media Campaigns**

Best campaigns where social media is at the core of the campaign strategy and mechanic. Think [#VolvoContest at the Superbowl](#).

- **Online PR**

Use of PR to achieve marketing results in the online space.

- **Online Video Channel**

Online video property with dedicated fans or followers. Think [JennaMarbles](#).

"Entrants into the Channel categories should keep channel limitations in mind," advises Roed. "All entries need to be in line with the relevant promotional guidelines and limitations of that channel. For instance, Facebook promotional guidelines will need to be adhered to when taking into consideration the success of a campaign or community building."

The absolute final deadline for entries is Monday, 30 November 2015. Those who have not yet done so can submit their

entries at <http://iabsa.net/bookmarks/>.

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