

# Bookmarks 2012 - all the winners

The [Bookmarks Awards](#) has celebrated its fifth year of rewarding digital excellence, yesterday, 1 November 2012. The Awards, brought to the public by the Digital Media and Marketing Association (DMMA), is an initiative that recognises the companies and people in the digital industry who raise the bar from 'mediocre' to 'incredible'.



What is said to make these awards unique and valuable is the focus on "measurable excellence". Without diminishing other awards; that only acknowledge creativity and execution - the Bookmarks adds another filter: proven success. No matter how brilliant the work is, it has no value unless it adds value.

The Bookmarks Awards look at performance versus objectives. Entries need to show how the concept and delivery met a specific need, from brand awareness to building communities, from changing behaviour to increasing engagement.

For the full list of winners go to [www.thebookmarks.co.za](http://www.thebookmarks.co.za).

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