

## OPA launches digital media awards

The Online Publishers Association, South Africa's independent representative body for online publishers, in association with Lowe Bull, is launching The Bookmarks, an award engineered to benchmark the best in creative digital media, while educating and encouraging South African agencies, designers and clients as to the benefits and possibilities inherent in online advertising.



The Bookmarks will provide a platform to promote digital media in South Africa, further integrating it into the general marketing mix, while creating a better understanding of digital media within general society.

Categories include:

- Best Site
- Best Microsite
- Best Online Advertising
- Best Media Plan
- Best Execution of Mobile Advertising, and
- an individual award for the Greatest Contribution to Online Media.

Fernando Romano, the internationally renowned executive creative director for JWT London, has been secured as one of the judges for this year's inaugural awards. Romano has won numerous Cyber Lions, as well as the Lion Grand Prix from Cannes, and her impressive international experience in digital advertising, combined with her experience in Brazil, the US and most recently, the UK, gives her a unique and authoritative perspective.

For more information, go to [www.thebookmarks.co.za](http://www.thebookmarks.co.za) and [www.opa.org.za](http://www.opa.org.za).

For more, visit: <https://www.bizcommunity.com>