

# Inaugural Bookmark Awards

A new breed of energy pulsed through the Atlas Studios on Thursday the 13 November as hip digital creatives and corporate executives together celebrated the inaugural Bookmarks awards.



For the first time in South Africa, outstanding websites and interactive advertising were given the ultimate digital accolade. Winners were selected on creative, interactive and functional criteria, and judged by two leading international experts, Dick Buschman of Achtung!, current digital agency of the year in Europe, and Johan Tesch, Creative Director of BBH, London. Together they were able to benchmark the Bookmark entries against international counterparts, whilst their compelling and constructive feedback to both finalists, and those who attended the Bookmarks breakfasts, will no doubt be instrumental in driving growth and passion in the local online industry.

Gloo Digital Design was the overall favorite, winning six of the awards, including Gold for Best Microsite, Youngblood5 ([www.glooco.za/youngblood5](http://www.glooco.za/youngblood5)). Liquorice Africa also won gold in the Best Site category for amplified journeys ([www.amplifiedjourneys.hk](http://www.amplifiedjourneys.hk)). Other finalists included Hello Computer, Springleap, Prezence and Mnet New Media, whilst JP Farinha, the recently announced CEO of 24.com, won the individual award for the greatest contribution to online media.

Sponsors and partners of the Bookmarks awards include the SABC, BBC.COM, Primedia Online, Habari media, Adtech

and Lowe Bull.

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