

Bookmarks Awards: Date change!

The Bookmarks Awards is celebrating its fifth year of rewarding digital excellence. The Bookmarks Awards, an initiative brought to the public by the Digital Media and Marketing Association (DMMA) recognises the companies and people in the digital industry who raise the bar from 'mediocre' to 'incredible'. Please note, however, some important dates have been changed.



Workshops: Dates changed

- Johannesburg - 30 October 2012
- Cape Town - 31 October 2012

The Bookmarks Awards

- Cape Town on the 1 November 2012

The Bookmarks Awards aims to be unique and valuable in its focus on "measurable excellence", and prov success. No matter how brilliant the work is, it has no value unless it adds value.

The awards look at performance versus objectives. Entries need to show how the concept and delivery m a specific need, from brand awareness to building communities, from changing behaviour to increasing engagement. Judges are being carefully selected to ensure all categories are evaluated by the best in the business.

The big celebration will take place in an auditorium to ensure a more streamlined event. The evening promises glitz and glamour, elegance and flair.

Categories

Bookmarks categories focus on four key areas:

1. Core awards: production and results across all digital channels - including websites, microsites, mobisites, advertising, search, social media, apps and tools, games, video and audio, and mixed media.
2. Craft awards: interface, design and navigation, graphic design, illustration and animation, music and sound design, and tech innovation.
3. Individual and team awards: editorial, advertising, creative, media planning and social marketing, sear marketing, content and intern/student
4. Special honours: Best Agency, Best Publisher and Best Individual Contribution to Digital, amongst otl

The workshops will be held in Johannesburg on 30 October and in Cape Town on 31 October 2012.

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