

Bookmarks Awards 2013 launches

The Bookmarks Awards, which is endorsed by the Digital Media & Marketing Association (DMMA), celebrates its sixth year of recognising and rewarding digital excellence in 2013.



Nikki Cockcroft, Chair of the Bookmarks, says: "What distinguishes us from all other SA industry awards is the focus on 'measurable performance', in addition to creativity and execution. Entries need to demonstrate how the concept and delivery met a strategic objective - from brand awareness to building communities; from changing behaviour to increasing engagement. No matter how brilliant the work is, it has no value unless it adds value.

"Last year, we saw many examples of work produced locally, which I believed was on a par with some of the best international work. We are extremely excited to see what is in store this year," she says.

2013's creative theme 'The Next Big Thing' was conceptualised by the Jupiter Drawing Room. Cockcroft explains: "The Bookmarks represents digital innovation and expertise, and we aim to showcase and reward the people and projects that inspire us and push us to new limits. We immediately loved the concept presented to us by Jupiter as it aligned beautifully with our mission to celebrate the work - and the people - that can truly be labelled 'the next big thing'."

The Bookmarks Awards 2013 will be held at the Artscape Theatre in Cape Town on 14 November, with the highly sought-after workshops in Joburg and Cape Town on 12 and 13 November, respectively.

To grab the Early Bird discounts and get more information, visit www.thebookmarks.co.za.



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