

Achievers in SA's online industry invited to enter the Bookmarks awards

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The Bookmarks, South Africa's premier annual digital media and marketing awards, has called for entries from local agencies, publishers and individuals who have performed outstanding work in the digital space during the course of the past year.

In 2010, the Bookmarks will offer awards in 43 categories compared to just 15 in 2009, a reflection of the growth in the size and stature of both the awards and the online industry. The awards, endorsed by the Digital Media and Marketing Association (DMMA), will take place in Cape Town on 18 November. Entries open on 14 September and close on 15 October.

The Bookmarks awards, now in its third year, is the only platform dedicated to celebrating all that is digital. It was initiated by the DMMA to strengthen the profile of digital in South Africa and benchmark local talent against international standards while educating and impassioning the industry as a whole.

Says Nikki Cockcroft, chairperson of the Bookmarks awards and deputy-chair of the DMMA: "This year, we have used the feedback we received in the previous two years of the awards to refine the Bookmarks categories and criteria, ensuring that the awards cater for the entire digital industry in South Africa.

"As always, we have especially focused on performance and metrics in our evaluation criteria in recognition of the fact that measurability is the key factor that sets digital apart from traditional media."

The awards will recognise excellence at a publisher or agency, team, and individual level with a wide range of categories to accommodate every digital media and marketing discipline. The 2010 Bookmarks awards include a far wider range of Team and Individual categories than earlier years.

Says Cockcroft: "Teams and individuals across a range of online publishing and marketing disciplines can earn recognition for excellence their fields in the 2010 awards. We hope that we will create role models for young people entering the field by highlighting the accomplishments of the best people in our industry."

There are separate judging panels for the publishing and agency awards. Members on each judging panel have been carefully selected for their expertise and experience in the agency or publishing worlds.

To view the categories and criteria for the 2010 Bookmarks awards, or to submit entries, visit www.thebookmarks.co.za. To stay up-to-date, follow the Bookmarks on Twitter (<http://twitter.com/TheBookmarks>).

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