



the BOOKMARKS 2018

MAIN CATEGORY	SUB-CATEGORY	CATEGORY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED TO PUBLISHER/AGENCY?	ENTER OVER MULTIPLE YEARS?
1. PLATFORMS					
PLT01	Brand, Commercial & Retail Websites	All websites, either desktop or responsive, for any commercial purpose. Entrants may want to consider whether their entry is more appropriate in E-Commerce or Microsites, but the category is open to ANY commercial or retail website. Think IBM.com.	<ul style="list-style-type: none"> - SITE DESIGN AND USER EXPERIENCE - TECHNOLOGICAL INNOVATION - CREATIVE EXCELLENCE - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
PLT02	Microsites	Any microsite built to promote a particular product or service in the commercial space. Typically has a limited lifespan, and should not be the primary website for a brand which would then be entered into the Brand, Commercial & Retail Websites category. Think the site for the new VW Polo.	<ul style="list-style-type: none"> - SITE DESIGN AND USER EXPERIENCE - TECHNOLOGICAL INNOVATION - CREATIVE EXCELLENCE - MEETING OF CAMPAIGN GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	YES	NO
PLT03	E-Commerce Sites	Any site offering e-commerce and sale of items as its primary function. Think amazon.com.	<ul style="list-style-type: none"> - SITE DESIGN AND USER EXPERIENCE - TECHNOLOGICAL INNOVATION - CREATIVE EXCELLENCE - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
PLT04	Public Service & NPO platforms	Any website or app for a government, civil society or "Not for Profit" organisation. Think Department of Health or The Worldwide Fund For Nature.	<ul style="list-style-type: none"> - SITE DESIGN AND USER EXPERIENCE - TECHNOLOGICAL INNOVATION - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
PLT06	Web Applications	A rich web-based, functional application designed to run in a browser - will be judged by its utility, functionality and technical strength. This award is for software not content. Think Google Docs.	<ul style="list-style-type: none"> - SITE DESIGN AND USER EXPERIENCE - DEMONSTRABLE UTILITY VALUE AND USEFULNESS - TECHNOLOGICAL INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
PLT07	Mobile Apps	Any application installed on a mobile device - phone, tablet or watch. Publishing apps have their own category (below). Think Uber or Instagram.	<ul style="list-style-type: none"> - APP DESIGN AND USER EXPERIENCE - DEMONSTRABLE UTILITY VALUE AND USEFULNESS - TECHNOLOGICAL INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
PLT08	Mobile Sites	Any site specifically designed for browsing on a mobile phone, including feature phones. Think vodafone.mobi	<ul style="list-style-type: none"> - SITE DESIGN AND USER EXPERIENCE - TECHNOLOGICAL INNOVATION - CREATIVE EXCELLENCE - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
PLT09	Games	Original digital games designed for phone, web or console. Includes games developed for informational or commercial purposes. Think FarmVille, Call of Duty or Pokemon Go.	<ul style="list-style-type: none"> - DESIGN AND PLAYABILITY - TECHNOLOGICAL INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - CREATIVE EXCELLENCE - MEETING OF BUSINESS GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) 	NO	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED

2. COMMUNITY					
COM01	Social Communities	New or ongoing permanent homes for brands or publishers on social media. Evidence of growth or specific achievements in the past year is essential. Think Wrigley's Facebook page or Deloitte's Linked-in page.	<ul style="list-style-type: none"> - CREATIVE EXCELLENCE - INNOVATION IN USE OF THE PLATFORM - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF BUSINESS GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW MEDIA SPEND TO DRIVE ENGAGEMENT / FOLLOWERS 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
COM03	Use of User Generated Content	Best use of user-generated content to achieve a marketing goal. Entrants must show innovation in leveraging UGC and how it led to results. Think Wendy's Bacon Pretzel Cheeseburger.	<ul style="list-style-type: none"> - STRATEGIC EXCELLENCE - CREATIVE EXCELLENCE - MEETING OF BUSINESS GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW MEDIA SPEND TO DRIVE ENGAGEMENT / FOLLOWERS 	YES	NO
COM04	Social Media Campaigns	Best marketing campaigns where social media is at the core of the campaign strategy and mechanic. This includes Influencer Marketing. Please give a clear indication of media spend. Think #Volvo Contest at the Superbowl.	<ul style="list-style-type: none"> - CREATIVE EXCELLENCE - INNOVATION IN USE OF THE PLATFORM - MEETING OF CAMPAIGN GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW MEDIA SPEND TO DRIVE ENGAGEMENT / FOLLOWERS 	YES	NO
COM05	Online Video Channels	Online non-publisher video channel with dedicated fans or followers (publisher, see below). Think YouTube Stars like Jenna Marbles.	<ul style="list-style-type: none"> - PRODUCTION QUALITY - STORYTELLING AND CREATIVE EXCELLENCE - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF BUSINESS GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW MEDIA SPEND TO DRIVE ENGAGEMENT / FOLLOWERS 	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
COM06	Influencer Marketing	Excellence in use of influencer marketing to meet marketing goals. Work entered here should be primarily influencer led rather than general social media campaigns.	<ul style="list-style-type: none"> - CREATIVE EXCELLENCE - INNOVATION - MEETING OF CAMPAIGN GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW MEDIA SPEND TO DRIVE ENGAGEMENT / FOLLOWERS 	YES	NO

3. CHANNELS					
CHN01	Paid Search Marketing	The use of Search Engine Marketing to achieve campaign goals. Think your favourite low CPA campaign on Google.	- CAMPAIGN STRATEGY - EFFICIENT USE OF SPEND (PLEASE PROVIDE CLEAR EVIDENCE) - INNOVATION - MEETING OF BUSINESS GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW EFFECTIVE USE OF SPEND	YES	NO
CHN02	Organic Search Marketing	SEO and other organic search marketing techniques to achieve campaign goals. Think the insurance brand that appears first when you search "insurance".	- CAMPAIGN STRATEGY - INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF BUSINESS GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW EFFECTIVE USE OF SPEND	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
CHN03	Display Advertising	Banners, page take-overs and any similar mechanics in the bought-media space. Think any banner on any homepage, mobile or desktop, near you.	- CAMPAIGN STRATEGY - CREATIVE EXECUTION - EFFICIENT USE OF SPEND (PLEASE PROVIDE CLEAR EVIDENCE) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN05	Native Advertising	Advertiser-sponsored, publisher-carried content designed to market a product or service through content development. Think Vice Media.	- CAMPAIGN STRATEGY - CREATIVE EXECUTION AND CONTENT QUALITY - EFFICIENT USE OF SPEND (PLEASE PROVIDE CLEAR EVIDENCE) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN06	Online Video Series	Non-branded online video content. Think Comedians in Cars getting Coffee.	- PRODUCTION QUALITY - STORYTELLING AND CREATIVE EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN07	Branded Content	Use of brand placement within a content context to promote a product or service, where the content remains the hero. Think Aston Martin in James Bond.	- CAMPAIGN STRATEGY - CREATIVE EXECUTION AND CONTENT QUALITY - EFFICIENT USE OF SPEND (PLEASE PROVIDE CLEAR EVIDENCE) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN08	Social Paid Advertising	Campaign run through bought media on social media platforms, leveraging these platforms to deliver exceptional results. Think your favourite clever Facebook campaign.	- CAMPAIGN STRATEGY - CREATIVE EXECUTION - EFFICIENT USE OF SPEND (PLEASE PROVIDE CLEAR EVIDENCE) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN09	Innovative Use of Media	Demonstrable innovation in digital media placement or buying. Winners must show real creativity in how unusual channels were used or conventional channels were used in new ways. Think Bud Light on Tinder.	- MEDIA STRATEGY - INNOVATION - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN10	Email, Direct & Inbound Marketing	Use of email, SMS, direct digital marketing and other inbound techniques to achieve campaign success. Winners will show exceptional return on investment.	- CAMPAIGN STRATEGY - CREATIVE EXECUTION - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN12	Use of Programmatic Media	Use of new ways of buying and optimising media spend to achieve exceptional results for advertisers. Think advanced targeting, cost effective campaigns using platforms like Xaxis.	- MEDIA STRATEGY - INNOVATION - MEETING OF BUSINESS GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - SHOW EFFECTIVE USE OF SPEND	YES	NO
CHN13	Digital Installations and Activations	Use of digital technology to engage audiences typically in an out-of-home or events setting. Think BA's #lookup billboard or Roger Waters' The Wall Concert.	- PRODUCTION QUALITY - CREATIVE EXCELLENCE - TECHNICAL ACHIEVEMENT - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN14	Online Video	Use of online video to further marketing goals.	- PRODUCTION QUALITY - CREATIVE EXCELLENCE - TECHNICAL ACHIEVEMENT - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CHN15	Use of CRM, Loyalty Programs & Gamification	Excellence in the use of customer data and targeting to achieve digital marketing results, including online loyalty programs and gamification. Think Nike Fuel.	- CREATIVE EXCELLENCE - INNOVATION IN USE OF DATA - TECHNICAL ACCOMPLISHMENT - MEETING OF CAMPAIGN GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO

4. EMERGING DIGITAL TECHNOLOGIES & CHANNELS					
EME03	Customer Experience Design	Excellence in the digital customer experience, including point of sale or online service channels. Think Amazon.com's service offering.	- CUSTOMER EXPERIENCE DESIGN APPROACH (PLEASE PROVIDE SUPPORTING MATERIAL) - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
EME04	VR & AR	Use of Virtual Reality (VR) or Augmented Reality (AR) to promote a product or brand.	- PRODUCTION QUALITY - CREATIVE EXCELLENCE - TECHNICAL ACHIEVEMENT - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
EME05	Bots, Messaging & Dark Social	Use of chat, chat bots and messaging platforms (dark social) to achieve a marketing or communication result. Think Facebook Messenger.	- CAMPAIGN STRATEGY - CREATIVE EXECUTION AND CONTENT QUALITY - EFFICIENT USE OF SPEND (PLEASE PROVIDE CLEAR EVIDENCE) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
EME06	Internet of Things	Use of atypical internet devices (i.e. not phone or computer) to achieve a marketing or communication goal. Think Apple Watch or Apple TV.	- CREATIVE EXCELLENCE - INNOVATION IN USE OF THE PLATFORM - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
EME07	Artificial Intelligence	Exceptional and innovative uses of Artificial Intelligence, including machine learning, for marketing or communication purposes.	- CREATIVE EXCELLENCE - INNOVATION IN USE OF THE PLATFORM - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
EME08	Second Screen Campaign	Excellence in digital marketing campaign that uses 2 or more screens within the campaign to achieve marketing results.	- CAMPAIGN STRATEGY - CREATIVE EXCELLENCE - TECHNICAL EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO

5. PUBLISHING		ENTRIES IN THESE CATEGORIES ARE ONLY OPEN FOR EDITORIAL CONTENT BY BUSINESSES WHOSE PRIMARY BUSINESS IS PUBLISHING			
PUB01	Publisher sites (mass appeal)	News or feature publishing sites intended to distribute information to a mass audience for non-brand purposes. Think CNN.com	- QUALITY OF CONTENT - DESIGN AND USER EXPERIENCE - INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES
PUB02	Specialist Publisher sites (smaller, niche audiences)	News or feature publishing sites intended to distribute information to a niche audience. Think Vulture.	- QUALITY OF CONTENT - DESIGN AND USER EXPERIENCE - INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES
PUB03	Mobile Publications	Publication intended for consumption primarily on mobile phones, including feature phones, for non-brands. Think Soccer Laduma mobile site.	- QUALITY OF CONTENT - DESIGN AND USER EXPERIENCE - INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES
PUB04	Email Publications	Non-campaign or brand publication distributed via email. Think Daily Maverick First Thing.	- QUALITY OF CONTENT - DESIGN - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES
PUB05	Social Media Publications	Use of social media channels as a primary or integral part of news or editorial publishing. Think Twitter coverage of the US Presidential Election.	- QUALITY OF CONTENT - DESIGN - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES
PUB06	User-Generated Content	Use of editorially aggregated or curated user-generated content in a news product to enhance the publication and achieve results.	- QUALITY OF CONTENT - INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES
PUB07	Publisher apps	News or feature publishing apps intended to distribute information to a mass audience for non-brand purposes. Think Guardian app.	- QUALITY OF CONTENT - DESIGN AND USER EXPERIENCE - INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES - BUT PREVIOUS WINNERS MUST SPECIFY WHAT HAS CHANGED/IMPROVED
PUB08	Online Photography, Illustration & Imagery	Use of photography, illustration, infographics or other imagery by a publisher for news or editorial purposes. Think Time Magazine or Zapiro.	- PRODUCTION QUALITY - QUALITY OF CONTENT - CREATIVE EXCELLENCE	YES	NO
PUB10	Special Features	News feature around a specific story or event. Think World Cup microsite.	- QUALITY OF CONTENT - DESIGN AND USER EXPERIENCE - INNOVATION - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
PUB11	Online News Videos	Use of online video by a publisher for news or editorial purposes. Think CNN or MSNBC.	- QUALITY OF CONTENT - PRODUCTION QUALITY - CREATIVE EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
PUB12	Live Event Coverage	Online coverage by a publication of a news event - winners will demonstrate excellence in live reporting/blogging or other formats. Think the Oscar trial.	- QUALITY OF CONTENT - PRODUCTION QUALITY - CREATIVE EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
PUB13	Podcasts & Streaming	Podcast or internet streaming service (video or audio) of actuality content. Think Serial or Cliff Central.	- QUALITY OF CONTENT - INNOVATION - EVIDENCE OF MEANINGFUL CHANGE/NEW FEATURES (for previous entrants) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	YES

6. CAMPAIGN					
CAM01	Digital Strategy	Excellence in digital strategic thinking and planning. The winner will demonstrate the ingenuity of the strategy (NOT the work) and how it led to success.	- STRATEGIC EXCELLENCE (PLEASE PROVIDE DETAILS OF THE STRATEGY AND INSIGHT THAT LED TO YOUR CREATIVE PLATFORM) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CAM02	Content Strategy	Excellence in the strategy behind a content execution - not the content itself.	- STRATEGIC EXCELLENCE (PLEASE PROVIDE DETAILS OF THE STRATEGY) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CAM03	Digital Integrated Campaign	Excellence in digital marketing campaign that uses exclusively digital channels to achieve marketing results.	- CAMPAIGN STRATEGY - CREATIVE EXCELLENCE - TECHNICAL EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CAM04	Mobile Campaign	Campaign run primarily through mobile channels.	- CAMPAIGN STRATEGY - CREATIVE EXCELLENCE - TECHNICAL EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CAM05	Data-driven campaign	Marketing campaign which has used data in an interesting, ground-breaking way in achieving its success.	- CAMPAIGN STRATEGY - CREATIVE EXCELLENCE - TECHNICAL EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
CAM06	Integrated Mixed Media Campaign	Campaign that uses digital as well as non-digital channels, to achieve a marketing goal. Think Carling Be The Coach.	- CAMPAIGN STRATEGY - CREATIVE EXCELLENCE - TECHNICAL EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO

7. CRAFT AWARDS FOR TEAMS & INDIVIDUALS					
CRF01	Craft: Excellence in Marketing Copywriting	Individual/team award for an excellent piece or body of copywriting work on a marketing campaign. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- QUALITY OF WRITING	YES	NO
CRF02	Craft: Excellence in News or Feature Writing	Individual or team award for excellence in journalism in an online publication. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- QUALITY OF WRITING	YES	YES
CRF03	Craft: Excellence in Research	Individual or team award for excellent research that enhanced a campaign or publication. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- QUALITY OF RESEARCH	YES	NO
CRF04	Craft: Excellence in Interface Design	Individual or team award for excellence in graphic and UI design, as distinct from UX design. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- QUALITY OF DESIGN	YES	NO
CRF05	Craft: Excellence In Software, Coding & Tech. Innovation	Individual or team award for demonstrable excellence and innovation in coding or use of technology in an online campaign or platform. The engineering will be judged by a team of software experts. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- TECHNICAL INNOVATION AND EXCELLENCE	YES	NO
CRF06	Craft: Excellence in Strategy	Individual or team award for demonstrable excellence in strategic thinking. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- EXCELLENCE IN STRATEGIC THINKING - QUALITY OF INSIGHT (INSIGHT SHOULD BE CLEARLY SUBMITTED)	YES	NO
CRF07	Craft: Excellence in UX	Individual or team award for excellence in UX design, as distinct from UI design. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- QUALITY OF UX DESIGN AND IMPLEMENTATION	YES	NO
CRF08	Craft: Excellence in Online Video Production	Individual or team award for excellent online video - production, editing, post-production, cinematography etc. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- PRODUCTION QUALITY	YES	NO
CRF09	Craft: Excellence in Client Service	Individual award for demonstrably excellent account management work. Account success will be judged not the individual, and material proving success must be submitted.	- SUCCESS OF A PARTICULAR ACCOUNT WITHIN AN AGENCY OVER THE PERIOD, ATTRIBUTABLE TO A PARTICULAR INDIVIDUAL (PLEASE PROVIDE EVIDENCE)	YES	NO
CRF10	Craft: Excellence in Ad Ops	Team award for excellence in ad ops. The winning team will demonstrate why their processes and systems are innovative and market-leading. The work and not the individuals will be judged.	- TECHNICAL INNOVATION AND EXCELLENCE - CREATIVE EXCELLENCE - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE) - CLIENT SERVICE AND INTERACTION (SHOW HOW AD OPS TEAM IS ABLE TO MODIFY THE CAMPAIGN TO SUIT THE CLIENT AND ENSURE SUCCESS)	YES	NO
CRF11	Craft: Excellence in Social Media Community Management	Individual or team award for excellent community management or social media engagement with demonstrable results. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- SUCCESS OF A SPECIFIC COMMUNITY OVER A PERIOD ATTRIBUTABLE TO A SPECIFIC PERSON OR TEAM (PLEASE PROVIDE EVIDENCE)	YES	NO
CRF13	Craft: Excellence in Paid Search Marketing	Individual or team award for best and most innovative use of paid search marketing. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- SUCCESS OF A SPECIFIC PAID SEARCH CAMPAIGN ATTRIBUTABLE TO A SPECIFIC PERSON OR TEAM (PLEASE PROVIDE EVIDENCE)	YES	NO
CRF14	Craft: Excellence in Organic Search Marketing	Individual or team award for best and most innovative use of organic search marketing. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- SUCCESS OF A SPECIFIC ORGANIC SEARCH CAMPAIGN ATTRIBUTABLE TO A SPECIFIC PERSON OR TEAM (PLEASE PROVIDE EVIDENCE)	YES	NO
CRF15	Craft: Excellence in Use of Sound	Individual or team award for best and most accomplished use of sound in a digital application, site, video or installation. The work and not the individuals will be judged but the winner will be an individual or team of up to 3 people.	- PRODUCTION QUALITY	YES	NO

8. SPECIAL HONOURS					
HON01	Best Digital Student	Best student studying a digital course at an institution, including marketing and related disciplines such as UX. Think top students at AAA or UJ.	- QUALITY OF WORK SUBMITTED - POTENTIAL SHOWN - INNOVATION/CREATIVITY IN DIGITAL	NO	NO
HON02	Best Digital Youngster	Best person under 28 who has made a significant contribution to digital this year through their work - can be agency, publisher or other.	- QUALITY OF WORK SUBMITTED - POTENTIAL SHOWN - INNOVATION/CREATIVITY IN DIGITAL	NO	NO
HON03	Brand of the Year	Company most supportive or innovative in the digital marketing space.	- CLEAR EVIDENCE OF SUPPORT FOR INNOVATIVE, CREATIVE DIGITAL WORK	NO	YES
HON04	Best Marketer	Individual in a brand who most supports, encourages and succeeds using digital channels.	- CLEAR EVIDENCE OF SUPPORT FOR INNOVATIVE, CREATIVE DIGITAL WORK	NO	NO
HON05	Best CTO	Individual in a brand who most supports, encourages and succeeds using digital channels.	- CLEAR EVIDENCE OF SUPPORT FOR INNOVATIVE, CREATIVE DIGITAL WORK	NO	NO
HON06	Best Contribution to Transformation in the Digital Industry	Organisation who has made the most convincing contribution to growing diversity in the digital industry in line with overall goals for an integrated South Africa. This could be through any meaningful mechanism ranging from ownership to participation.	- CLEAR EVIDENCE OF SUPPORT FOR AND SUCCESS IN TRANSFORMING THE DIGITAL INDUSTRY TO BE MORE REPRESENTATIVE OF CULTURES, RACES AND GENDERS	NO	NO
HON07	Pixel for Purpose	Awarded to a piece of work (site, app, publication or any other digital piece) that made a significant positive social impact. The winner will have conclusively proven that the idea worked.	- CAMPAIGN STRATEGY - CREATIVE EXECUTION - EVIDENCE OF PURPOSEFULNESS (MAKING THE WORLD A BETTER PLACE) - MEETING OF GOALS AND RESULTS (PLEASE PROVIDE CLEAR EVIDENCE)	YES	NO
HON08	Best Publisher	What more is there to say. Based on performance in the 2018 Bookmarks and does NOT require a Publisher to enter.	- POINTS EARNED IN 2018 BOOKMARKS	N/A	N/A
HON09	Best Digital Agency	What more is there to say. Based on performance in the 2018 Bookmarks and does NOT require an agency to enter.	- POINTS EARNED IN 2018 BOOKMARKS	N/A	N/A
HON10	Best Individual Contribution to Digital	Person who has made the greatest contribution to the digital industry in SA, agency, publisher or other. IAB Chairperson and CEO not eligible.	- EVIDENCE OF SOMEONE WHO HAS INNOVATED AND CHAMPIONED DIGITAL (MARKETING, PUBLISHING, BRAND OR OTHER) AND FURTHERED THE SUCCESS OF THE DIGITAL INDUSTRY IN SA	NO	NO

OVERALL CRITERIA:

1. Work entered must have been developed for an African or South African audience OR by a South African Business for an international audience.
2. Campaigns must have flighted between **12 November 2016 and 17 November 2017**
3. All entrants must produce a "one pager" **JPEG** that sets out the essence of the entry. Judges are entitled to base their decision **SOLELY** on the "One Pager" and it is therefore critical that your "One Pager" does your work justice.
4. Please read the full **ENTRY GUIDE** for all entry rules and guidelines.