the BOOKMARKS 2019

Categories & Criteria

LAST UPDATED 18/09/2018

SUB-CATEGORY		CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
1,2	Microsites	PLT02	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.	• Site design & user experience • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
1,3	E-commerce Sites	PLT03	Any site offering e-commerce and sale of items as its primary function. Think amazon.com.	• Site design & user experience • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	YES Previous winners must specify what has changed/improved
1,4	Public Service & NPO platforms	PLT04	Any website or app for a government, civil society or "Not for Profit" organisation. Think Department of Health or The Worldwide Fund For Nature.	• Site design & user experience • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	YES Previous winners must specify what has changed/improved
1,5	Web Apps	PLT05	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.	• Design & user experience • Demonstrable value & usefulness to the user • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	YES Previous winners must specify what has changed/improved
1,6	Mobile Apps	PLT06	Any application installed on a mobile device—phone, tablet or watch. Publishing apps have their own category (below). Think Uber or Instagram.	• Design & user experience • Demonstrable value & usefulness to the user • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	YES Previous winners must specify what has changed/improved
1,7	Mobile Sites	PLT07	Any site specifically designed for browsing on a mobile phone, including feature phones. Think vodacom.mobi	• Site design & user experience • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	YES Previous winners must specify what has changed/improved
1,8	Games	PLT08	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.	• Game design & playability • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	N	YES Previous winners must specify what has changed/improved
1,9	Platform Innovation	PLT09	The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the platform, and serve as a strategic tool to meet the campaign objective or the business objective of their client. These platforms include brand, commercial and retail websites, microsites, e-commerce sites, public service and NPO platforms, web apps, mobile apps, mobile sites and games.	• Campaign & channel strategy • Exceptional, innovative design & user experience • Demonstrable value & usefulness to the user • Creative excellence • Meeting of business goals & results (please provide clear evidence)	N	NO

iab.

	SUB-CATEGORY	CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
2.1	Social Communities	COM01	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.	• Creative excellence • Innovative use of platform • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence) • Show media spend as it was allocated to media objectives (reach, engagement etc.)	Y	YES Previous winners must specify what has changed/improved
2.2	Use of User-generated Content	COM02	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.	• Creative excellence • Strategic excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence) • Show media spend as it was allocated to media objectives (reach, engagement etc.)	Y	NO
2.3	Social Media Campaigns	COM03	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	• Creative excellence • Innovative use of platform • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence) • Show media spend as it was allocated to media objectives (reach, engagement etc.)	Y	NO
2,4	Online Video Channels	COM04	Online non-publisher video channel with dedicated fans or followers (publisher, see below). Think YouTube Stars like Jenna Marbles.	• Production quality • Storytelling & creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence) • Show media spend as it was allocated to media objectives (reach, engagement etc.)	Y	YES Previous winners must specify what has changed/improved
2,5	Influencer Marketing	COM05	Excellence in use of influencer marketing to meet marketing goals. Work entered here should be primarily influencer-led, rather than general social media campaigns.	• Creative excellence • Strategic excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence) • Show media spend as it was allocated to media objectives (reach, engagement etc.)	Y	NO
2,6	Social Media Innovation	COM06	The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the platform, and serve as a strategic tool to meet the campaign objective or the business objective of their client. May include all unowned social media channels, innovative use of user-generated content, online video and innovative use, or approach to influencer marketing.	• Campaign & channel strategy • Exceptional creative concept & execution • Demonstrable value & usefulness to the user • Creative excellence • Meeting of business goals & results (please provide clear evidence)	N	NO

	SUB-CATEGORY	CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
3,1	Paid Search Marketing	**CHN01**	The use of Search Engine Marketing to achieve campaign goals. Think your favourite low CPA campaign on Google.	• Campaign strategy • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,2	Organic Search Marketing	**CHN02**	SEO and other organic search marketing techniques to achieve campaign goals. Think the insurance brand that appears first when you search "insurance".	• Campaign strategy • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	YES Previous winners must specify what has changed/improved
3,3	Display Advertising	**CHN03**	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 • Excellent creative execution • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,4	Native Advertising	**CHN04**	Advertiser-sponsored, publisher-carried content designed to market a product or service through content development. Think Vice Media.	• Campaign strategy • Excellent creative execution & quality of content • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,5	Online Video Series	**CHN05**	Non-branded online video content. Think Comedians in Cars getting Coffee.	• Excellent creative execution & storytelling • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,6	Branded Content	**CHN06**	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 • Excellent creative execution • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,7	Social Paid Advertising	**CHN07**	Campaign run through bought media on social media platforms, leveraging these platforms to deliver exceptional results. Think your favourite clever Facebook campaign.	• Campaign strategy • Excellent creative execution • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,8	Innovative Use of Media	**CHN08**	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 • Excellent creative execution • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,9	Email, Direct & Inbound Marketing	**CHN09**	Use of email, SMS, direct digital marketing and other inbound techniques to achieve campaign success. Winners will show exceptional return on investment.	• Campaign strategy • Excellent creative execution • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO

iab.

SUB-CATEGORY		CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
3.10	Use of Programmatic Media	CHN10	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 • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
3,11	Digital Installations and Activations	CHN11	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 • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
3,12	Online Video	CHN12	Use of online video to further marketing goals.	• Production quality • Creative excellence & storytelling • Technical achivement • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
3,13	Use of CRM, Loyalty Programs, & Gamification	CHN13	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 • Innovative use of data • Technical achivement • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence)	Y	NO
3,14	Channel Innovation	CHN14	The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the channel or media, and serve as a strategic tool to meet the campaign objective or the business objective of their client. May include media innovation in paid or organic search marketing, display advertising, native advertising, video content, media buying, email, direct and inbound marketing, programmatic media, digital installations & activations, or use of CRM, loyalty programs and gamification.	• Campaign & channel strategy • Exceptional creative concept & execution • Demonstrable value & usefulness to the user • Creative excellence • Meeting of business goals & results (please provide clear evidence)	N	NO

	SUB-CATEGORY	CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
4.1	Customer Experience Design	EME01	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 campaign goals & results (please provide clear evidence)	Y	NO
4.2	Virtual Reality (VR) & Augmented Reality (AR)	EME02	Use of Virtual Reality (VR) or Augmented Reality (AR) to promote a product or brand.	• Production quality • Creative excellence • Technical achivement • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
4.3	Bots, Messaging and Dark Social	EME03	Use of chat, chat bots and messaging platforms (dark social) to achieve a marketing or communication result. Think Facebook Messenger.	• Campaign strategy • Creative excellence and quality of content • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
4.4	Internet of Things	EME04	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 • Innovative use of platform/medium • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
4.5	Artificial Intelligence	EME05	Exceptional and innovative uses of Artificial Intelligence, including machine learning, for marketing or communication purposes.	• Creative excellence • Innovative use of platform/medium • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
4,6	Second Screen Campaign	EME06	Excellence in digital marketing campaign that uses 2 or more screens within the campaign to achieve marketing results.	• Campaign strategy • Creative excellence • Technical excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
4,7	Interactive Mixed Media	EME07	Excellence in the use of digital to augment or enhance the impact of otherwise traditional media formats. This could include syncing or real-time augmentation to create the effect of interactive print, interactive TV or film, interactive outdoor, interactive retail, interactive radio etc.	• Campaign strategy • Creative excellence • Technical excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)		NO

iab.

5. PUBLISHING Individual, team, or publisher entries for excellence in online journalism. Only for non-paid, non-commercial content, published in accordance with the Press Code.

the**BOOKMARKS**2019

	SUB-CATEGORY	CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
5,1	Publisher Sites (mass appeal)	**PUB01**	News or feature publishing sites intended to distribute information to a mass audience for non-brand purposes.	• Quality of content • Design and User Experience (UX) • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
5,2	Publisher Specialist Sites or Features	**PUB02**	Permanent or temporary news or feature sites intended to distribute information to a niche audience, meaning it is aimed at communities of interest or geographic niche audiences, or for specific events or themes. Think – World Cup site, or a Marikana commemoration feature.	• Quality of content • Design and User Experience (UX) • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	YES
5,3	Mobile Content	**PUB03**	News or feature content intended for consumption in APP or mobile friendly format.	• Quality of content • Design and User Experience (UX) • Multimedia production & design (fit-for-format) • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
5,4	Electronic Newsletters	**PUB04**	Editorial content distributed via email.	• Quality of content • Design and content elements • Open rates • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
5,5	Social Media News Coverage	**PUB05**	Use of social media platforms for single or cross-platform coverage of a major news event. Think opening of parliament, a court case, or a natural disaster.	• Quality of content • Design • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
5,6	User-generated Content	**PUB06**	Use of editorially aggregated or curated user-generated content in a news story to enhance the content.	• Quality of content • Design • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
5,7	Data Stories	**PUB07**	Use of data visualization and infographics to tell and illustrate stories. Think election results, or crime statistics.	• Production quality • Quality of content • Creative excellence	Y	NO
5,8	Online News Videos	**PUB08**	Use of online video for a news event.	• Quality of content • Production quality • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
5,9	Live Event Coverage	**PUB09**	Online coverage of a live news event in any combination of reporting/ blogging/multimedia/social media format. Think court cases or natural disasters.	• Quality of content • Production quality • Creative excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO

SUB-CATEGORY	CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
5,10 Podcasts and Audio Streaming	**PUB10**	An online audio story/feature/series of news actuality content. Content may be published on any platform.	• Quality of content • Production quality • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
5,11 News Innovation	**PUB11**	A new, unique online news product or digital story presentation method - anything not yet done in the South African media	• Disruptive idea(s) • Unique display and design • Creative excellence • Integration: how well are all elements displayed in harmony—design, imagery, text, overall idea, integration of all components of entry		NO

iab.

BOOKMARKS2019

	SUB-CATEGORY	CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
6,1	Digital Campaign Strategy	**CAM01**	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 & insight) • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	YES Previous winners must specify what has changed/improved
6.2	Content Strategy	**CAM02**	Excellence in the strategy behind a content execution— not the content itself.	• Strategic excellence (please provide details of the strategy & insight) • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
6.3	Digital Integrated Campaign	**CAM03**	Excellence in digital marketing campaign that uses exclusively digital channels to achieve marketing results.	• Campaign strategy • Creative excellence • Technical excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
6.4	Mobile Campaign	**CAM04**	Campaign run primarily through mobile channels.	• Campaign strategy (please provide details of the strategy & insight) • Creative excellence • Technical excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
6.5	Data-driven Campaign	**CAM05**	Marketing campaign which has used data in an interesting, ground-breaking way in achieving its success.	• Campaign strategy • Creative excellence • Technical excellence • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO
6.6	Integrated Mixed Media Campaign	**CAM06**	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 • Use/acknowledgement of second screen • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence)	Y	NO

7. CRAFT AWARDS The work, and not the individuals, will be judged.

BOOKMARKS2019

	SUB-CATEGORY	CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
7,1	Craft: Excellence in Marketing Copywriting	CRF01	For an excellent piece or body of copywriting work on a marketing campaign.	• Quality of writing	Y	NO
7,2	Craft: Excellence in News or Feature Writing	CRF02	For excellence in journalism in an online publication.	• Quality of writing	Y	YES
7,3	Craft: Excellence in Research	CRF03	For excellent research that enhanced a campaign or publication.	• Quality of research	Y	NO
7,4	Craft: Excellence in Interface Design	CRF04	For excellence in graphic and UI design, as distinct from UX design.	• Quality of design	Y	NO
7,5	Craft: Excellence In Software, Coding & Tech Innovation	CRF05	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.	• Technical excellence & innovation	Y	NO
7,6	Craft: Excellence in Strategy	CRF06	For demonstrable excellence in strategic thinking.	• Excellence in strategic thinking • Quality of insight (insight should be clearly submitted)	Y	NO
7,7	Craft: Excellence in UX	CRF07	For excellence in UX design, as distinct from UI design.	• Quality of user experience design & implementation	Y	NO
7,8	Craft: Excellence in Online Video Production	CRF08	For excellent online video - production, editing, post-production, cinematography, animation etc.	• Production quality	Y	NO
7,9	Craft: Excellence in Social Media Community Management	CRF09	For excellent community management or social media engagement with demonstrable results.	• Success of a specific community over a period of time, attributed to a speacific person or team (please provide evidence)	Y	NO
7,10	Craft: Digital Media	CRF10	For best and most innovative use of paid search marketing (including organic search).	• Innovative media strategy • Efficient & effective use of spend (please provide clear evidence) • Evidence of meaningful change/new features (for previous entrants) • Meeting of campaign goals & results (please provide clear evidence) • In the event of paid/organic search—success of a specific campaign (please provide clear evidence)		NO
7,11	Craft: Excellence in use of Sound	CRF11	For best and most accomplished use of sound in a digital application, site, video or installation.	• Production quality	Y	NO
7,12	Craft: Interactive Design	CRF12	For excellence in experiential, AR, VR and game design	• Quality of design		NO

iab.

BOOKMARKS2019

SUB-CATEGORY		CODE	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
8,1	Best Digital Student	HON01	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 • Demonstrate potential • Demonstrate innovative, and creative digital thinking	N	NO
8,2	Best Digital Youngster	HON02	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 • Demonstrate potential • Demonstrate innovative, and creative digital thinking	N	NO
8,3	Brand of the Year	HON03	Company most supportive or innovation in the digital marketing space and does not require an agency to enter.	• Clear evidence of support for innovative digital work	N	YES
8,4	Best Marketer	HON04	Individual in a brand who most supports, encourages and succeeds using digital channels.	Points earned in 2018 Bookmarks	N	NO
8,5	Best CTO	HON05	Individual in a brand who most supports, encourages and succeeds using digital channels.	• Clear evidence of support for innovative, creative digital work	N	NO
8,6	Best Contribution to Transformation in the Digital Industry	HON06	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 in terms of culture, race and gender	N	NO
8,7	Pixel for Purpose	HON07	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. This will award the best of the four quarterly winners preceeding the annual event.	• Campaign strategy • Creative excellence • Evidence of purposefulness (making the world a better place) • Evidence of meaningful change/new features (for previous entrants) • Meeting of business goals & results (please provide clear evidence) • This category is entered into quarterly. The best of the quarterly winners to be announced at the annual Bookmarks	Y	NO
8,8	Best Publisher	HON08	Based on performance in the 2019 Bookmarks and does not require a publisher to enter.	Points earned in 2018 Bookmarks	n/a	NO
8,9	Best Online Journalist	HON09	Based on stories entered in the Publisher category and does not require a publisher to enter	• Overall excellence in online journalism • Excellent use and integration of multimedia components • Ability to effectively use online to tell unique and innovative stories • Proven contribution to the media industry • Innovation in production and storytelling methods		NO
8,10	Best Digital Agency	HON10	Based on performance in the 2019 Bookmarks and does not require an agency to enter.	Points earned in 2018 Bookmarks	n/a	NO
8,11	Best Individual Contribution to Digital	HON11	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 innovation and championing digital (marketing, publishing, brand or other) and furthered the success of the digital industry in South Africa.	N	NO

If you have any entry queries, please send an e-mail to **thebookmarks@iabsa.net**.

If you have any technical queries, please call us on **011 772 1220** or send an e-mail to **bookmarks@loeries.com**.

iab.