

Bookmarks 2018 Entry Guide

IT IS CRUCIAL THAT YOU READ THIS GUIDE BEFORE ENTERING THE BOOKMARKS 2018. EVEN IF YOU'VE READ IT BEFORE, READ IT AGAIN.

The Basic Rules:

1. Entries may be submitted into any category, and into multiple categories. However, the Bookmarks Jury President reserves the right to remove or reassign entries that are not relevant to the original category entered.
2. Entries must have appeared online during the period 12 November 2016 – 17 November 2017.
3. **The extended entry deadline is 17 November 2017.**
4. Entries from previous years (in particular, platforms, publications and apps) may be re-entered into categories where re-entries are explicitly allowed. Where required, entrants must motivate for what has changed in the work since the last time it was entered. Work deemed to be too similar to versions that have been entered previously may be removed from judging.
5. Entries are prohibited from carrying any agency branding or imagery, or any indication or reference whatsoever to the creator of the work. Entries are judged anonymously and any indication of who / which company created the work will not be allowed. This does not apply in the case of publishers when they are showing platforms where work was published, or content with reference to the publication.
6. Work entered must have been developed for a South African audience; or by a South African agency for an international audience.
7. Any non-English entries must include subtitles. Include any necessary explanation for the jury to understand the context of the translation.
8. **A “One Pager” must be submitted with all entries, and entries which do not include this may be disqualified. Please see the “One Pager” guidelines below.**
9. The Bookmarks Jury President reserves the right to cancel a category and refund the entry fees if a suitable number of entries is not received or the entries are not of sufficient quality.

The Categories:

1. Finding the right category for your work is an art not a science. Consider not only what fits your entry but also what it is likely to get judged against.
2. You may enter your work into as many categories as you wish. It will be judged according to the category description and criteria in every case and potentially by different juries.
3. Please study the criteria CAREFULLY. These are the instructions that judges will be given to evaluate your work. If you haven't addressed these points your entry will suffer.

4. Craft categories are for individuals or small teams. Whilst the entering company will still receive points, the award is given to the individual/team.
5. Agency of the Year and Publisher of the Year are won based on points earned in the Bookmarks show in categories which contribute points (see Categories and Criteria sheet). No entries are required or accepted for these.
6. Some categories are free to enter – please check pricing for more information.

Special Honours Only:

Submit a Motivation: In brief, why are you nominating this person or company for the award? Convince us! You may submit examples of supporting work as part of your motivation, if you choose.

The “One-Pager”:

NEW THIS YEAR: PDF’s will no longer be accepted. Your “One Pager” must be submitted as a high-res jpeg (see specs provided at the end of this document).

1. Round 1 is an “In or Out” filtering stage of judging. The intention behind filtering the entries in this round is that the judges are then able to devote the majority of their time to considering the best entries in each category.
2. In stage 1, judges may base their decision SOLELY on the “One Pager” and it is therefore critical that your “One Pager” does your work justice. Consider carefully what you need to tell the judges in order to persuade them that it’s worth moving your entry forward into the second round.
3. Slightly different information will be appropriate for the various categories. Please study the CRITERIA carefully. Also include:
 - i. The title and description of the work;
 - ii. A representative work visual (if applicable) – like a screengrab or an example banner; and
 - iii. Supporting evidence for the applicable criteria.

Other Supporting Material:

Once an entry moves through Round 1 judging, the judges will then review the other submitted material.

NEW THIS YEAR: No live media can be entered, including URLs. For example, websites or landing pages should be presented as an overview video or in high res jpegs. YouTube content and online video must be entered as a .MOV file.

Entry format: You can choose to submit your supporting material in video format or as additional jpegs – or a combination of both (specs are provided at the end of this document). This media should include all relevant information about the work –

sufficient to give a judge a clear idea of what you have done. And why. For some categories, this might just be in jpeg format with no visuals.

DO NOT PLACE YOUR NAME OR YOUR AGENCY BRANDING ON YOUR ENTRY

As all work is judged anonymously, you must ensure that no reference to your agency is included on the entry – or you may be contacted to resubmit your entry.

Entry Tip: Be realistic about how much time judges have to view your work. The judges have no obligation to review your entire submission and experience shows that a short, punchy entry beats a 10-minute case video every time!

Evidence of Results: Bookmarks is a show committed to awarding work that has delivered results. Other than Craft and Special Honours, all categories are 30% judged on results achieved. Results are not JUST screen grabs of your Google Analytics dashboard. The judges typically consider the following:

- i. Whether the results are believable (avoid “4567% increase in Twitter followers”);
- ii. Whether the entry was meaningful to the client or business;
- iii. Whether the results submitted are relevant to the specific category being reviewed; and
- iv. Whether the results submitted represent an efficient use of the client’s budget. Return on Investment is therefore key.

IF USING JPEGS AS SUPPORTING MATERIAL: MAXIMUM OF 15 JPEGS ALLOWED

- High resolution (300dpi) Jpegs ONLY.
- Minimum width must be 2400 pixels.
- We recommend the height does not exceed 3384 pixels.
- Maximum file size is 10MB per image.
- The presentation images will be a summary of your entry and will be used for judging, as well as on screen at the awards ceremony, should your work win.
- If there is text included on your images, please make sure that it is readable when presented to an audience of approximately 15 people. The image will be projected and viewed at a distance of at least 3 to 5 meters.
- For work with small detail and/or logos that need to be seen by the jury, submit close up images.
- Do not place your name or your agency branding on your Jpeg

IF USING VIDEO FILES AS SUPPORTING MATERIAL

Choose one of the following:

FORMAT	FRAME SIZE & RATE	BITRATE
PAL 4:3	720x576 – 25fps	5Mbps
PAL 16:9	1024x576 – 25fps	5Mbps
NTSC 4:3	720x480 – 29.97fps	5Mbps
NTSC 16:9	854x480 – 29.97fps	5Mbps
HD 720p	1280x720 – 25fps	16Mbps
HD 1080	1920x1080 – 25fps	16Mbps

VIDEO FILES MUST BE TRANSCODED TO THE BELOW SPECIFICATIONS:

1. Video must be encoded to Quicktime (.MOV)
2. Only use H.264 as your codec
3. Bitrate as per table above
4. Frame reordering: Enabled
5. Key Frames: Automatic
6. Quality: High (Multi-Pass recommended)
7. Streaming: None
8. Audio AAC Stereo 48kHz
9. Audi Bit Resolution: 16bit
10. Audio Encoding: Constant Bit Rate (CBR)
11. Audio Bit Rate: 192kbps
12. Video Clock/Slate: NONE

Overview video maximum length = 2 minutes, Maximum size = 400MB

- If it is felt necessary, the full-length work may accompany the 2-minute entry and it may be viewed at the judges' discretion.