

# the **BOOKMARKS** 2025

**2025 CATEGORIES & CRITERIA**

# Contents

1. <a href="#">PLATFORMS</a>	2
2. <a href="#">COMMUNITIES</a>	5
3. <a href="#">CHANNELS</a>	7
4. <a href="#">EMERGING DIGITAL TECHNOLOGIES &amp; CHANNELS</a>	12
5. <a href="#">PUBLISHING</a>	13
6. <a href="#">CAMPAIGN</a>	16
7. <a href="#">CRAFT AWARDS</a>	18
8. <a href="#">SPECIAL HONOURS</a>	21

# PLATFORMS

Work in this category should demonstrate how a digital platform was used as a marketing initiative to enhance customer experience for measurable business results.

<p><b>Category Criteria:</b></p> <ul style="list-style-type: none"> <li>• Creative excellence (30%)</li> <li>• Innovation &amp; technical accomplishment (40%)</li> <li>• Meeting or exceeding business goals and results (30%)</li> </ul>	<p><b>Requirements:</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• <a href="#">One-pager Summary</a></li> <li>• <a href="#">Results document</a></li> </ul>	<p><b>Optional:</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video / Images</li> <li>• Include a creation timeline of build (if relevant)</li> </ul>
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ID	Sub Category	Description	Previous Winner/s	Panel
PLT01	<b>Brand, Commercial &amp; Retail Websites</b>	<p>This category applauds long-term responsive websites. Successful entries will show how their website surpasses industry standards by seamlessly blending world-class user experiences, compelling content, and exceptional design, ultimately meeting business objectives and user needs.</p> <p>*This category is not for short-term or campaign microsites which should be entered under CHN15.</p>	<p>Think Bash: <a href="#">The Mall Online</a>, <a href="#">MakeReign</a>, <a href="#">www.basecampstudent.com</a>, Ocean Basket: <a href="#">Global website</a>, <a href="#">Sanlam.co.za</a>, <i>bettr: digital banking platform</i></p>	<b>Builders Panel</b>
PLT02	<b>E-commerce sites</b>	E-commerce websites should set the bar for seamless and engaging online shopping experiences. How does the online buying journey and supporting content enhance the user experience and drive sales?	<p>Think Bash: <a href="#">The Mall Online</a>, <a href="#">fitsole.shop</a>, <a href="#">lemkus.com</a>, <a href="#">takealot.com</a>,</p>	<b>Builders Panel</b>
PLT03	<b>Public Service and NPO Platforms</b>	Any website or app for a government, civil society or "Not for Profit" organisation. This category focuses on the website or app as a marketing and communication tool: How does the design, experience and content deliver on marketing or communication objectives and drive business results?	<p>Think <a href="#">wwf.org.za</a>, <a href="#">foodforwardsa.org</a>, <i>Digify Africa: <a href="#">The Digibot</a></i></p>	<b>Builders Panel</b>

<b>PLT04</b>	<b>Software, Services &amp; Platforms</b>	A rich web-based application designed to run in a browser - will be judged by its utility (UI and UX), functionality, quality and technical strength. This award is for software and user experience, not content. *Publishing apps have their own category (See Publishing).	Think <a href="#">Starbucks App</a> ; <a href="#">Lil-letstalk.co.za</a> ; Knorr: <a href="#">Goodness Calendar</a>	<b>Innovative Engineers Panel</b>
<b>PLT05</b>	<b>Mobile Apps</b>	Any application installed on a mobile device, tablet or watch. The application should show world-class user experience, performance, design, content and accessibility. Successful entries will demonstrate a commitment to meeting both user goals and business needs in one seamless experience. *Publishing apps have their own category (See Publishing).	Think Bash: <a href="#">The Mall in your Pocket</a> , Woolworths: <a href="#">Retail App</a>	<b>Builders Panel</b>
<b>PLT06</b>	<b>Mobile Sites</b>	Interactive experiences that have been designed for mobile first or mobile only, for smart and/or feature phones. This category recognises interactive experiences that are not only responsive mobile views but designs that show optimised experiences, tailored specifically for the unique screen sizes and functionalities inherent in mobile devices. Indication of business results will be beneficial.	Think Chicken Licken: <a href="#">Gwijo Formations</a> , Bash: <a href="#">The Mall Online</a> , V&A Waterfront: <a href="#">Joy From Africa</a> , Vodacom: <a href="#">Soccer</a> , Nissan Navara: <a href="#">Made with your playlist</a>	<b>Builders Panel</b>
<b>PLT07</b>	<b>Games</b>	Original digital games designed for phone, web or console. These games must have been developed for marketing or communication purposes. Indication of business results will be beneficial.	Think WESGRO: <a href="#">Play before you stay</a> , Chicken Licken: <a href="#">Soul Rocker</a> , Volkswagen: <a href="#">GT18 on tour</a>	<b>Innovative Engineers Panel</b>
<b>PLT08</b>	<b>Platform Innovation</b>	The winner of this category must demonstrate a truly original, new-to-the-world, use or manipulation of the platform (app, web, mobile, games etc) and serve as a strategic tool to meet the marketing or communication objectives 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.	Think WESGRO: <a href="#">Made in the Cape Market</a> , AB InBev: <a href="#">#ReclaimYourDNA</a> , Sanlam: <a href="#">LI:FE of Confidence</a>	<b>Builders Panel</b>

<b>PLT09</b>	<b>Employee Experience Programme</b>	Any platform, digital employee experience or company intranet that can demonstrate uplift and effectiveness in employee marketing and communications or upliftment in human resources improving employee welfare and overall business performance.	<i>Think of internal company systems that encourage and reward employee performance</i>	<b>Builders Panel</b>
<b>PLT10</b>	<b>Internal Business Platforms</b>	Any internal-facing digital platforms that increase internal efficiencies, communication, customer relationships or employee experiences. This could be anything from HR tools, employee wellness and rewards programs to digital asset management.	<i>Think of internal company systems that encourage more effective internal company communication</i>	<b>Builders Panel</b>
<b>PLT11</b>	<b>Customer Experience Design</b>	Any digital touchpoint that enhances a customer's experience of a brand, product or service.	<i>Think WESGRO, Made in the Cape Market, Volkswagen: <a href="#">Night School</a>, Castle Lite: <a href="#">Cold Tracker</a></i>	<b>Builders Panel</b>

# COMMUNITIES

Work in this category should demonstrate how a digital community was used as or built through a marketing initiative, through social media campaigns or owned social-based channels. The best campaigns leverage the mechanics and consumer behaviour inherent in social media platforms and online communities.

<p><b>Category Criteria:</b></p> <ul style="list-style-type: none"> <li>• Creative excellence (40%)</li> <li>• Innovation &amp; technical accomplishment (20%)</li> <li>• Meeting or exceeding business goals and results (40%)</li> </ul>	<p><b>Requirements:</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• <a href="#">One-pager Summary</a></li> <li>• <a href="#">Results document</a></li> </ul>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video</li> <li>• Images</li> </ul>
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ID	Sub Category	Description	Previous Winner/s	Panel
COM01	<b>Social Communities</b>	This category recognizes exceptional efforts in creating, nurturing, and sustaining vibrant social communities for brands or publishers. Eligible entries include new or ongoing communities where social activity is strategically designed to engage users, foster meaningful connections, and strengthen loyalty. Please provide planned KPI's with evidence of actual results.	<i>Think Sanlam social communities, Toyota #ToyotaStories, Tyme Bank Communities</i>	<b>Social, Community and Influencer Marketing Panel</b>
COM02	<b>Use of User-Generated Content (UGC)</b>	Best use of user-generated content (not influencer, celebrity or brand-led created or developed content) to achieve a marketing goal. Entrants must show innovation in encouraging and leveraging UGC. Please provide planned KPI's with evidence of actual results.	<i>Think Coca-Cola: <a href="#">Beatcan campaign</a>, Cadbury: <a href="#">"In our own words"</a></i>	<b>Social, Community and Influencer Marketing Panel</b>
COM03	<b>Social Media Campaigns</b>	Best marketing campaigns where social media plays a critical and leading role. Paid-for influencers engaged in the success of the campaign should be disclosed with budgets, where possible.	<i>Think Spotify: Ons Praat Nie Afrikaans Nie, Ons Sing Dit, Vodacom: <a href="#">Hearing Challenge</a>, Chicken Licken: <a href="#">Love me Tender</a>, Castle Lite: <a href="#">Lulu</a></i>	<b>Social, Community and Influencer Marketing Panel</b>

COM04	<b>Online Video Channels</b>	<p>Online (non-publisher) video channels with dedicated fans or followers. Entrants need to show how this channel helped achieve marketing objectives, not paid media performance results.</p> <p>This category does not exclude YouTube, Meta, Google, or TikTok channels however entries should not be focused on executing paid strategies on these channels but rather the advocacy and amplification of the communities they have.</p> <p>Publishing channels have their own category (See Publishing).</p>		<b>Social, Community and Influencer Marketing Panel</b>
COM05	<b>Influencer Marketing</b>	<p>Excellence in the use of influencer marketing (celebrity, creator, expert, customer). Work entered must be Influencer-generated content only and the primary channel should be the influencer's own social channels. Your submission should include detailed objectives vs results delivered including client/campaign KPIs, revenue impact, brand lift (brand health,) ROAS, conversion rate, website traffic etc.</p> <p>The following declarations should form part of the entry:</p> <ul style="list-style-type: none"> <li>• Influencer costs (In the event that a NDA prevents disclosure of Influencer cost, this should be declared as part of Production costs)</li> <li>• Paid media budget if applicable</li> <li>• Any media results (reach, impressions, engagements, clicks) should be clearly split between organic performance and any paid media or amplification.</li> </ul>	<p><i>Think Spotify: Ons Praat Nie Afrikaans Nie, Ons Sing Dit, Chicken Licken: <a href="#">Thank You For Complaining</a>, Nedbank: <a href="#">NewBank Campaign</a></i></p>	<b>Social, Community and Influencer Marketing Panel</b>
COM06	<b>Social Media Innovation</b>	<p>Creative utilisation of existing social platforms and/or online communities to impact business objectives. This may also include the utilisation of new functionality of existing social platforms.</p> <p>Please provide planned KPI's with evidence of actual results.</p>	<p><i>Think Vodacom: <a href="#">Hearing Challenge</a>, Sanlam: <a href="#">LI:FE of Confidence</a>, Takealot: The AI Powered WhatsApp Retail Therapist, Castle Lite: <a href="#">Lulu</a></i></p>	<b>Social, Community and Influencer Marketing Panel</b>

# CHANNELS

Work in this category should demonstrate how relevant digital channels were used as a marketing initiative, delivering business results and maximising return on marketing investment.

<p><b>Category Criteria:</b></p> <ul style="list-style-type: none"> <li>• Creative excellence (30%)</li> <li>• Innovation &amp; technical accomplishment (30%)</li> <li>• Meeting or exceeding business goals and results (40%)</li> </ul>	<p><b>Requirements:</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• <a href="#">One-pager Summary</a></li> <li>• <a href="#">Results document</a></li> </ul>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video</li> </ul>
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ID	Sub Category	Description	Previous Winner/s	Panel
CHN01	<b>Paid Search Marketing</b>	The use of Paid Search Engine Marketing (PPC) to achieve marketing and business goals. It is important to show key objectives and performance metrics against the objectives. Entrants must show the critical role that paid search played in the campaign and results. Media investment, your technical approach and ROI should be clearly stated.	<i>Think MTN: <a href="#">Superflex</a>, MTN: <a href="#">More sales. More wins. Less spend.</a></i>	<b>Performance Marketing Panel</b>
CHN02	<b>Search Engine Optimisation</b>	SEO and other search marketing techniques to achieve marketing goals and business goals. It is important to show key objectives and performance metrics against the objectives. Your technical and creative approach; and ROI should be clearly stated.	<i>Think the top-ranking result for the “insurance” search or “daily deals” search term Think Google: <a href="#">#Lookmeup</a></i>	<b>Performance Marketing Panel</b>
CHN03	<b>Display Advertising</b>	Banners, page take-overs and any other premium (direct-from-publisher) bought-media advertising. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated.	<i>Think Aware.org: <a href="#">Drunk Drivers Stay for Free</a>, Heineken Silver, Volkswagen SA: <a href="#">The Revving Banner</a></i>	<b>Performance Marketing Panel</b>
CHN04	<b>Native Advertising</b>	Advertiser-sponsored, publisher-carried content designed to market a product or service through content development. Please include what type	<i>Think Aware.org: <a href="#">Drunk Drivers Stay for Free</a>, Netflix</i>	<b>Performance Marketing Panel</b>



		of native advertising was used and why. Please also show the alignment of the desired audience to content and show website/app performance data.	<i>and National Geographic content and ads.</i>	
<b>CHN05</b>	<b>Online Video Series</b>	Any online or digital video content created as part of a short-term campaign or series, where storytelling or narrative is presented. Entrants must show how the content helps achieve marketing objectives and business goals (e.g. PR impact, views, view-through rate, duration). Include production costs as media investment.	<i>Think City Lodge Hotels: <a href="#">Reusable Ads</a>; Sanlam: <a href="#">LI:FE of Confidence</a>; KFC: <a href="#">PI Diaries</a>, Distell: <a href="#">Pata Pata Reimagined</a></i>	<b>Marketers Panel</b>
<b>CHN06</b>	<b>Content Marketing Strategy</b>	Excellence in Digital Content Marketing strategic thinking and planning. The entry must demonstrate, and prove through results, the ingenuity of the strategy through its holistic approach and how it led to attracting, retaining, or growing a clearly defined audience. Planned/anticipated media, channel and business results should be declared, together with actual results e.g. sales and or consumer acquisition lift, retention challenges/opportunities, incremental gains from remarketing, including 1st-time buyer acquisition and LTV gains of existing buyers, etc.	<i>Think Lil-Lets: <a href="#">Lil-Lets Talk</a></i>	<b>Marketers Panel</b>
<b>CHN07</b>	<b>Social Paid Advertising</b>	Paid media campaigns run on social media platforms specifically, leveraging these social platforms to deliver exceptional results. Media investment and ROI should be clearly stated.	<i>Think <a href="#">The People vs Savanna Cider</a>, Eskort Food: <a href="#">#ILoveEatingRussians</a></i>	<b>Performance Marketing Panel</b>
<b>CHN08</b>	<b>Innovative Use of Media Planning</b>	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 to achieve digital marketing objectives.	<i>Think BMW M2: <a href="#">Unleashing the last combustion M2 in South Africa</a>; Distell: <a href="#">Pata Pata Reimagined</a></i>	<b>Performance Marketing Panel</b>

<b>CHN09</b>	<b>Email, Direct &amp; Inbound Marketing</b>	<p>Use of email, SMS, direct digital marketing and other inbound techniques to achieve digital marketing objectives.</p> <p>Entrants must show the critical role that inbound marketing played in the campaign and its results. Planned/anticipated media, channel and business results should be declared, together with actual results to measure impact.</p>	<p><i>Think Checkers Xtra Savings: Hyper Personalisation Engine; Colgate: Personalise Your Smile, Showmax personalised emails</i></p>	<b>Performance Marketing Panel</b>
<b>CHN10</b>	<b>Use of Programmatic Media</b>	<p>Use of programmatic media buying techniques to deliver exceptional marketing results for brands. Entries should show new, clever and effective ways of programmatic buying that make use of data sources and re-targeting.</p> <p>Programmatic buying extends beyond banner display and can include social channels, digital-out-of-home (DOOH) and other channels where innovative use of programmatic media has been displayed.</p>	<p><i>Think Heineken 0.0: When You Drink Never Drive; <a href="#">American Swiss: "Drop the Hint"</a></i></p>	<b>Performance Marketing Panel</b>
<b>CHN11</b>	<b>Digital Installation and Activations</b>	<p>Use of digital technology to engage audiences in a typically out-of-home or events setting. This category welcomes innovation and campaigns using digital-out-of-home (DOOH) media.</p>	<p><i>Think Castle Lite: Extra Cold Certified; <a href="#">BA: Look Up billboard</a>, Tractor Outdoor x Brutal Fruit: <a href="#">#YouBelongToCelebrate</a></i></p>	<b>Innovative Engineers Panel</b>
<b>CHN13</b>	<b>Use of CRM, Loyalty Programs &amp; Gamification</b>	<p>Excellence in the use of customer data and targeting to achieve digital marketing results, including online loyalty programs and gamification. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated.</p>	<p><i>Think Checkers Xtra Savings: Hyper Personalisation Engine; <a href="#">AB InBev: The Foam Knows</a>, Discovery Vitality, Vodacom: Shake</i></p>	<b>Innovative Engineers Panel</b>

CHN14	<b>Channel Innovation</b>	<p>The winner of this category must demonstrate a truly original, new-to-the-world, use or manipulation of the channel or media. Your innovation proves what's possible when creativity and technology come together for an organisation, product or service to achieve or exceed its goals.</p> <p>May include media innovation in paid or organic search marketing, social advertising, display advertising, native advertising, video content, media buying, email, direct and inbound marketing, programmatic media or use of CRM, loyalty programs and gamification.</p>	<p>Think <a href="#">Vodacom Hearing Challenge</a>; Volkswagen SA: <a href="#">The Revving Banner</a>; Digify Africa: <a href="#">The Digibot</a>, Nissan Navara: <a href="#">Made with your playlist</a></p>	<b>Performance Marketing Panel</b>
CHN15	<b>Campaign / Microsites</b>	<p>Any microsite built to market a particular product or service in the commercial space, relating directly to a specific campaign objective. Typically has a limited lifespan, and should not be an extension of the primary website for a brand which would then be entered into the Brand, Commercial &amp; Retail Websites category.</p> <p>If the Microsite is no longer live at the time of entry submission, an offline rendition of the site should be presented, ideally in a video format, to enable judges to assess the UX and quality of the creative.</p>	<p>Think <i>Chicken Licken Hotwings: Cure the Craving</i>; PPS: <a href="#">Finding the Forgotten Graduate</a></p>	<b>Marketers Panel</b>
CHN16	<b>Bots, Messaging and Dark Social</b>	<p>Use of chat, chatbots, conversational AI chatbots and messaging platforms (dark social) to achieve a marketing or communication result.</p> <p>If utilised, the use of conversational AI systems, those that use deep learning and natural language processing (NLP) techniques to generate human-like text responses in real-time to be detailed. Planned Consumer Journey (where applicable) should be shared with anticipated consumer behaviour and desired marketing objectives to demonstrate impact. Production/development costs, as well as media costs to drive user adoption, should also be shared.</p>	<p>Think <i>Checkers Sixty60: Sixty60 Scratch &amp; Win - Rugby World Cup</i>; Digify Africa: <a href="#">The Digibot</a>, Ford X: <i>AdLingo Chat Bot</i></p>	<b>Social, Community and Influencer Marketing Panel</b>

<b>CHN17</b>	<b>Podcasts, Live Streaming and Audio Streaming</b>	<p>The use of a Podcast, Podcast series or audio streaming to achieve a marketing or campaign goal. Content may be published on any platform. This includes advertising campaigns on audio channels.</p> <p>Planned/anticipated media, channel and business results should be declared, together with actual results to measure impact. Share production/development and paid media costs.</p>	<p><i>Think Riky Rick Foundation: <a href="#">Stronger</a>; City Lodge Hotels: <a href="#">Bedtime Stories for Business People</a> Grammarly x Spotify, <a href="#">Bona Corona</a></i></p>	<b>Marketers Panel</b>
<b>CHN18</b>	<b>Interactive Mixed Media</b>	<p>Use of digital and non-digital channels in an integrated manner to achieve marketing objectives. Entries in this category must show that multiple types of media were used in the campaign (e.g. Screens, Social, DOOH,). This could include syncing or real-time augmentation to create the effect of interactive print etc. Planned/anticipated media, channel and business results should be declared together with actual results. E</p>	<p><i>Think Aware.org: <a href="#">Drunk Drivers Stay for Free</a>; Volkswagen: <i>The Blind Spot</i>, Sanlam <a href="#">LI:FE of Confidence</a>, AB InBev: <a href="#">#ReclaimYourDNA</a></i></p>	<b>Marketers Panel</b>

# EMERGING DIGITAL TECHNOLOGIES & CHANNELS

Work in this category should demonstrate how new and emerging digital technology and channels were leveraged creatively, or innovatively to achieve marketing objectives.

<p><b>Category Criteria:</b></p> <ul style="list-style-type: none"> <li>• Creative excellence (40%)</li> <li>• Innovation &amp; technical accomplishment (60%)</li> </ul>	<p><b>Requirements:</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• <a href="#">One-pager Summary</a></li> </ul>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Results Document</li> <li>• URL</li> <li>• Video / Images</li> </ul>
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ID	Sub Category	Description	Previous Winner/s	Panel
EME01	<b>Virtual Reality (VR) &amp; Augmented Reality (AR)</b>	Use of Virtual Reality (VR) or Augmented Reality (AR) to market a product or brand. The entry must demonstrate why VR or AR was the appropriate execution for the campaign, including ROI (for the client) and value (for the user).	<i>Think WESGRO: Made in the Cape Market; Vodacom: Hearing Challenge; AB InBev: <a href="#">#ReclaimYourDNA</a></i>	<b>Innovative Engineers Panel</b>
EME02	<b>Internet of Things</b>	Use of atypical internet devices (i.e. not phone or computer) to achieve a marketing or communication goal. i.e.: Cross-device work that uses at least one atypical internet device - including, but not limited to, wearables, driveables, sports devices, smart watches, flyables, household smart objects and sensors - to achieve marketing objectives.  This entry must prove value to the end-user and integration into their lives.	<i>Think Smollan: <a href="#">Gcwalisa</a></i>	<b>Innovative Engineers Panel</b>
EME03	<b>Artificial Intelligence</b>	Exceptional and innovative uses of Artificial Intelligence, including machine learning, to transform an organisation, product, or service, thereby creating or enhancing the customer experience. Creativity will be a key factor in this category, explain how your creativity contributed to success and the results achieved.	<i>Think Riky Rick Foundation: <a href="#">Stronger</a>; <a href="#">Takealot: The AI Powered WhatsApp Retail Therapist</a></i>	<b>Innovative Engineers Panel</b>

# PUBLISHING

Individual, team or publisher entries for excellence in online publishing. This category is for content published in accordance with the Press Code, and for publisher-led commercial projects.

<p><b>Category Criteria:</b></p> <ul style="list-style-type: none"> <li>• Storytelling excellence (40%)</li> <li>• Innovation &amp; technical accomplishment (30%)</li> <li>• Meeting or exceeding audience growth and advertiser and/or reader revenue goals (30%)</li> </ul>	<p><b>Requirements:</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• <a href="#">One-pager Summary</a></li> <li>• <a href="#">Results document</a></li> </ul>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video</li> <li>• Images</li> </ul>
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ID	Sub Category	Description	Previous Winner/s	Panel
PUB01	<b>Publisher Sites (Mass Appeal)</b>	<p>Any publishing sites intended to distribute information to a mass audience for commercial or non-commercial purposes, with 1 million or above in page views monthly.</p> <p>Important to consider: How has this publisher shaped national conversation? Has this publisher implemented new, engaging storytelling techniques and mechanisms? Has this publisher on-boarded or created tech to add to its offering? How has this publisher countered disinformation and misinformation?</p>	<i>Think News24, Daily Maverick, Supersport Online, BusinessTech, Maroela Media, The South African</i>	<b>Publishers Panel</b>
PUB02	<b>Custom Publishing (Niche Appeal)</b>	<p>Any publisher, of any size, that produces content for commercial or non-commercial purposes to distribute information to a niche audience (up to 1 million page views monthly), meaning it is aimed at communities of interest or geographic niche audiences, or for specific events or themes. Please provide the expected ROI and benchmark on measurement (E.g. Audience numbers) in your submission.</p>	<i>Think News24's Twenty Four Mag, Business Day TV</i>	<b>Publishers Panel</b>

<b>PUB03</b>	<b>Email Newsletters &amp; Marketing</b>	<p>Editorial content distributed via email, or other produced editorial marketing campaigns via email, displaying innovative, highly effective and creative use of the medium.</p> <p>The entry should show engagement results as well as the newsletter's effect on the larger publisher business. I.e. Did it build on the subscription base? Did it increase trust? Did it deliver impressions?</p>	<i>Think News24: Good Morning, SA, Daily Maverick: First Thing with John Stupart; Taste magazine</i>	<b>Publishers Panel</b>
<b>PUB04</b>	<b>Social Media Content &amp; Campaigns</b>	<p>Innovative, highly effective and creative use of social media platforms for the publication of news content or for other publisher-produced editorial marketing campaigns.</p> <p>This category moves beyond publisher content distribution on social media and rewards publishers embracing social media to reach new audiences and tell different stories, in different formats..</p> <p>*Engaged social communities set up for publishers can be entered under COM01</p>	<i>News24: Let's talk about it, TimesLIVE Video TikTok channel</i>	<b>Publishers Panel</b>
<b>PUB05</b>	<b>Data Strategy, Content &amp; Campaigns</b>	Innovative, highly effective and creative use of data visualisations, infographics and other forms of data journalism in news reporting; in publisher-produced editorial marketing campaigns; or in internal applications such as data dashboards and reports.	<i>Think News24's Extortion Nation; "Daily Maverick Turns Data into Revenue" with the Google News Initiative</i>	<b>Publishers Panel</b>
<b>PUB06</b>	<b>Video Content &amp; Campaigns</b>	Innovative, highly effective and creative use of video in news reporting or in other publisher-produced editorial marketing campaigns.	<i>Think News24: Silenced: Why Babita Deokaran was murdered; Eyewitness News: The Homeless Graduate - Gibson Nzimande's story, TimesLIVE Video: Catching Rosemary Ndlovu: The Killer Cop</i>	<b>Publishers Panel</b>

<b>PUB07</b>	<b>Live Event Content</b>	Innovative, highly effective and creative use of the digital medium to cover a live news event (including sports events) in any combination of reporting, multimedia, social media and more.	<i>Think News24: July Unrest Live Coverage; Farmers for Change: Mzansi Young Farmers Indaba 2022</i>	<b>Publishers Panel</b>
<b>PUB08</b>	<b>Audio Content, Podcasts &amp; Campaigns</b>	Innovative, highly effective and creative use of audio in news reporting, podcasting or in other editorial marketing campaigns. NewsN	<i>Think East Coast Radio: African Story Magic with Gcina Mhlophe: A Legacy Reborn with Sound; Jacaranda FM: #SafeSpace, News24: My Only Story - Back to School</i>	<b>Publishers Panel</b>
<b>PUB09</b>	<b>Publisher Innovation</b>	A unique new digital news product or content presentation method – anything not yet done in the South African media – or an innovative upgrade to an existing news product such as a website or an app.	<i>Think News24: News24 On Air, Netwerk24: Text-to-speech - A world-first for Afrikaans</i>	<b>Publishers Panel</b>
<b>PUB10</b>	<b>Publisher Brand-Building Campaigns</b>	Any digital campaign designed to develop or promote a publisher's digital brands (can include online PR, live online event content, online reader engagement initiatives).	<i>Think #BizTrends; The Real Network Podcast Launch; KFM: Best of The Cape - Unlocking The Cape's Best Small Business In Lockdown, Daily Maverick: Live Journalism Webinars</i>	<b>Publishers Panel</b>
<b>PUB11</b>	<b>Publisher Monetisation</b>	Innovative, highly effective and creative use of digital publisher initiatives, designed to support the publisher's revenue goals, including all forms of paywalls, memberships, sponsorships, native advertising, new advertising formats etc.	<i>Think News24; Food Lovers Market's Feed Mzansi</i>	<b>Publishers Panel</b>



# CAMPAIGN

Work in this category should demonstrate excellence in digital campaign work, creating compelling and innovative digital marketing that delivers business results.

<p><b>Category Criteria:</b></p> <ul style="list-style-type: none"> <li>• Creative excellence (40%)</li> <li>• Innovation &amp; technical accomplishment (30%)</li> <li>• Meeting or exceeding business goals and results (30%)</li> </ul>	<p><b>Requirements:</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• <a href="#">One-pager Summary</a></li> <li>• <a href="#">Results document</a></li> </ul>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video</li> <li>• Images</li> </ul>
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ID	Sub Category	Description	Previous Winner/s	Panel
CAM01	<b>Digital Campaign Strategy</b>	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, showing objectives being met and impact on business results.	<i>Think Volkswagen Night School; Sanlam <a href="#">LI:FE of Confidence</a>, KFC <a href="#">PI Diaries</a></i>	<b>Marketers Panel</b>
CAM03	<b>Mobile Campaign</b>	Campaigns run primarily through mobile channels. Consider innovation for Activation by Location. Make sure that the entry focuses on mobile as a critical part of the campaign with demonstrated business impact / ROI. If a mobile social media app/channel is a primary element of the campaign, elaborate on how this gets integrated into the broader mobile campaign strategy.	<i>Think Vodacom <a href="#">Hearing Challenge</a>; WESGRO: <i>Made in the Cape Market</i>; Vodacom: <i>Anti Hi-Jack Ads</i>, Santan: <i>Guardians</i>, AB InBev: <a href="#">#ReclaimYourDNA</a></i>	<b>Marketers Panel</b>
CAM04	<b>Best Use of Data</b>	A marketing campaign which has used data in an interesting and/or groundbreaking way to achieve its success. Entrants must show how data formed the backbone of the campaign.  Entrants should include a clear and detailed data strategy as well as demonstrable ROI. Please also include what type of data sources were used and show how data was used to interact or communicate with customers to provide value.	<i>Think Standard Bank's use of data clean room to drive credit card customer growth; Heineken Silver: <i>Project Ironman</i>; Mercedes-Benz GLC: <i>Online Edition</i>, Vodacom: <i>Anti Hi-Jack Ads</i></i>	<b>Performance Marketing Panel</b>

<b>CAM05</b>	<b>Integrated Digital Campaign</b>	Excellence in a digital marketing campaign that utilises immersive large-or-small-scale digital experiences to engage and strengthen relationships with the consumer. This can include, but is not limited to VR, AR, installations, motion chairs, multi-screen and multi-dimensional experiences.	<i>Think The Riky Rick Foundation: <a href="#">Stronger</a>; AB InBev: <a href="#">#ReclaimYourDNA</a>, Sanlam: <a href="#">LI:FE of Confidence</a>, KFC: <a href="#">Anything for the Taste</a></i>	<b>Marketers Panel</b>
<b>CAM06</b>	<b>Break Through on a Budget</b>	A campaign with creative use of modest budgets and/or resources to create maximum impact. Need to focus on effectiveness and ROI.  Actual costs of the campaign (or % of total marketing budget utilised) to be fully disclosed, including Production and Media to demonstrate why you consider this campaign as developed within a shoestring budget	<i>Think City Lodge Hotels: Reusable Ads; Aware.org: Drunk Drivers Stay for Free; Checkers Sixty60: <a href="#">#TinderSwindler</a></i>	<b>Marketers Panel</b>
<b>CAM07</b>	<b>Branded Content</b>	A marketing campaign including brand placement within a digital content context to promote a product or service, where the content remains the hero.  Planned/anticipated media, channel and business results should be declared, together with actual results to measure impact.	<i>Think PPS: <a href="#">Finding the Forgotten Graduate</a>, Checkers Sixty60: <a href="#">#TinderSwindler</a></i>	<b>Marketers Panel</b>
<b>CAM08</b>	<b>Second Screen Campaign</b>	Excellence in a digital marketing campaign or digital media buying campaign, that uses two or more screens (as channels) within the campaign to achieve marketing results.  Planned and realised consumer journey (from awareness to conversion) needs to be shared, alongside anticipated, and actual commercial and media results.	<i>Think Volvo: <a href="#">Hack the Superbowl</a></i>	<b>Marketers Panel</b>

# CRAFT AWARDS

Work in this category celebrates technical artistry. Entrants must show digital work with flawless design, masterful execution and outstanding user experience. This category judges the work, not the individual.

<p><b>Category Criteria:</b></p> <ul style="list-style-type: none"> <li>• Creative excellence &amp; Quality of work produced (60%)</li> <li>• Innovation &amp; technical accomplishment (40%)</li> </ul>	<p><b>Requirements:</b></p> <p><b>Compulsory</b></p> <ul style="list-style-type: none"> <li>• <a href="#">One-pager Summary</a></li> </ul>	<p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Results document</li> <li>• URL</li> <li>• Video</li> <li>• Images</li> </ul>
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ID	Sub Category	Description	Previous Winner/s	Panel
CRF01	<b>Excellence in Craft: Marketing Copywriting</b>	For an excellent piece or body of copywriting work on a marketing campaign. This category cannot receive entries from multiple years.	<i>Think City Lodge Hotels: Bedtime Stories for Business People and Reusable Ads; PPS: <a href="#">Finding the Forgotten Graduate</a></i>	<b>Marketing Craft Panel</b>
CRF02	<b>Excellence in Craft: Research</b>	For excellent research that delivered a new insight that enhanced a campaign or publication. This category cannot receive entries from multiple years.  Entry needs to clearly define what insight(s) were sought, and the business rationale/opportunity behind it. Research results need to be presented in a quantitative as well as qualitative manner e.g. size of the research pool, and which method was used to gain insights.	<i>Think PPS: <a href="#">Finding the Forgotten Graduate</a></i>	<b>Marketing Craft Panel</b>
CRF03	<b>Excellence in Craft: Interface Design</b>	The design of exceptional engaging interactive digital experiences. Winners in this category should show exceptional design craft, content design and interaction design. The design should elevate and support the overall user	<i>Think MakeReign Website; V&amp;A Waterfront: Joy From Africa; PPS: <a href="#">Finding the</a></i>	<b>Builders Panel</b>

		experience and user interface to deliver a world-class experience.	<a href="#">Forgotten Graduate</a> , AB InBev: <a href="#">#ReclaimYourDNA</a>	
<b>CRF04</b>	<b>Excellence in Craft: Software, Coding &amp; Tech Innovation</b>	Awarded for demonstrable excellence and innovation in coding or use of technology in an online campaign or platform. Special attention is weighted to the inventive use of an existing or new technology or group of technologies to enhance the user experience and/or brand communication. This can include but is not limited to, smart automation, apps, on-demand services, content crowdsourcing, cloud services and marketplaces.	<i>Think The Riky Rick Foundation: <a href="#">Stronger</a>; Sanlam Savings Jar, PPS: <a href="#">Finding the Forgotten Graduate</a>, AB InBev: <a href="#">#ReclaimYourDNA</a></i>	<b>Innovative Engineers Panel</b>
<b>CRF05</b>	<b>Excellence in Craft: Strategy</b>	For demonstrable excellence in strategic thinking. Entries in this category will be judged on how the strategy unlocked insights and understanding of consumer behaviours/needs in order to develop a customised strategy to meet a client's specific business objectives, marketing goals and overall brand positioning.  This category cannot receive entries from multiple years.	<i>Think Volkswagen: Nightschool; Sanlam: <a href="#">LI:FE of Confidence</a>; AB InBev: <a href="#">Bread of the nation</a>, Volkswagen Polo: <a href="#">Game On</a></i>	<b>Marketing Craft Panel</b>
<b>CRF06</b>	<b>Excellence in Craft: UX</b>	This category celebrates digital experiences that seamlessly merge strategic thinking with functional design, setting the stage for interactions that leave a lasting and positive impression on users. This category distinguishes itself from User Interface as the focus is on functional, effective and seamless experience.	<i>Think Bash: Shopping Platform; V&amp;A Waterfront: Joy From Africa; PPS: <a href="#">Finding the Forgotten Graduate</a>, Woolworths retail app</i>	<b>Builders Panel</b>
<b>CRF07</b>	<b>Excellence in Craft: Online Video / Moving Image</b>	Creative use of online video and digital footage with technical skill involved, including 360 and interactive video. This category cannot receive entries from multiple years.  The rationale for using the chosen technical and production methods should be shared, together with the planned outcome, be it media performance, PR, innovation capability enhancement, etc.	<i>Think Volkswagen Commercial Vehicles: #VWDezemba2.0; Capital Legacy: Final Say; Sanlam: <a href="#">LI:FE of Confidence</a></i>	<b>Marketing Craft Panel</b>

<b>CRF08</b>	<b>Excellence in Craft: Social Media Community Management</b>	For excellent community management that builds, engages and maintains a highly engaged audience while cultivating an overwhelmingly positive sentiment for the brand. This can be either campaign-specific or as part of a long-term consumer engagement strategy. In both cases, business objectives and KPIs need to be shared.	<i>Think Engen Community Management; Nandos Voice of the People</i>	<b>Social, Community and Influencer Marketing Panel</b>
<b>CRF09</b>	<b>Excellence in Craft: Digital Media</b>	For the best and most innovative use of paid digital media (including organic search). Entrants are required to demonstrate creativity and technical expertise that takes the work beyond a standard digital strategy.	<i>Think Vodacom <a href="#">Hearing Challenge</a>; Nestle: <i>Brewing with Data</i>, Nedbank CIB Brand: <i>We're Not Green for Nothing</i></i>	<b>Performance Marketing Panel</b>
<b>CRF10</b>	<b>Excellence in Craft: Use of Sound</b>	For the most accomplished and successful use of music and/or sound in a digital application, site, video or installation including sonic branding, music/brand partnership, and music-initiated campaigns etc.	<i>Think The Riky Rick Foundation: <a href="#">Stronger</a>; Chicken Licken: <i>Gwijo Formations</i>; Afrisam: <i>The Vluit Project</i>; Nedbank: <a href="#">A Story of Sound and Wine</a>, Coca-Cola: <a href="#">Beatcan campaign</a></i>	<b>Marketing Craft Panel</b>
<b>CRF11</b>	<b>Excellence in Craft: Interactive Design</b>	For excellence in experiential, Augmented Reality and Virtual Reality and game design, resulting in entertaining experiences for users. Including but not limited to immersive systems, video mapping, window-on-world systems (WoW) and telepresence. Creativity will be a key factor in this category, please provide details of your creative approach, explain how your creativity contributed to success and the results achieved as a result of your approach.	<i>Think WESGRO: <i>Made in the Cape Market</i>; Game: <i>GAME</i>; PPS: <a href="#">Finding the Forgotten Graduate</a>, AB InBev: <a href="#">#ReclaimYourDNA</a></i>	<b>Innovative Engineers Panel</b>

<b>CRF12</b>	<b>Excellence in Craft: Voice Experience Design</b>	For creative design practice centred around the use of voice assistants or conversational design using voice user interfaces. A demonstration of a clear understanding of how people naturally communicate with their voices and evidence of sophisticated design for voice interaction, experience and services supporting the marketing process.	<i>Think Nissan: <a href="#">Shwii</a></i>	<b>Innovative Engineers Panel</b>
<b>CRF13</b>	<b>Excellence in Craft: Digital Content Marketing</b>	A demonstration of the innovative use of content marketing to engage an audience and grow its long-term value. Pure content marketing has a content-first approach (I.E the content is the product, and the brand is secondary).	<i>Think Volkswagen Night School; PPS: <a href="#">Finding the Forgotten Graduate</a></i>	<b>Marketing Craft Panel</b>

# SPECIAL HONOURS

Work in this category celebrates the best individuals and organisations in our digital marketing industry. Entries must fall within the eligibility period: 1 March 2024 - 28 February 2025.

ID	Sub Category	Description	Category Criteria	Requirements:	Panel
HON01	<b>Best Digital Student</b>	Best student studying a digital marketing course at an institution, including digital marketing and related disciplines.	<b>Category Criteria</b> <ul style="list-style-type: none"> <li>• Quality of work submitted</li> <li>• Demonstrate potential</li> <li>• Demonstrate innovative, and creative digital thinking</li> </ul>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• One-pager Summary: please include bio, LinkedIn Profile</li> <li>• Up to 3 Testimonials to support above rationale with contact email addresses</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Overview entry video</li> </ul>	<b>Youth Action Panel</b>
HON02	<b>Digital Rising Star</b>	<p>Best person under 35 who has made a significant contribution to digital marketing this year through their work (can be agency, publisher or other).</p> <p>Group work is applicable, but demonstrated individual work would be highly beneficial.</p>	<b>Category Criteria</b> <ul style="list-style-type: none"> <li>• Quality of work submitted</li> <li>• Demonstrate potential</li> <li>• Demonstrate innovative, and creative digital thinking</li> </ul>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• One-pager Summary: please include bio, LinkedIn Profile</li> <li>• Up to 3 Testimonials to support above rationale with contact email addresses</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Overview entry video</li> </ul>	<b>Youth Action Panel</b>
HON03	<b>Best Marketer</b>	Individual in a brand who most supports the use of digital marketing channels and platforms to achieve both marketing and business objectives.	<b>Category Criteria</b> <ul style="list-style-type: none"> <li>• Clear evidence of support for innovative, creative digital work that has resulted in business impact / ROI under your</li> </ul>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• One-pager Summary: please include bio, LinkedIn Profile</li> <li>• Up to 3 Testimonials to support the above rationale with contact email addresses</li> </ul>	<b>Special Honours</b>

			stewardship.	<b>Optional</b> <ul style="list-style-type: none"> <li>Overview entry video</li> </ul>	
<b>HON05</b>	<b>Best Contribution to Transformation in the Digital Industry</b>	<p>Organisation or the person who has made the most convincing contribution to growing diversity in the digital marketing industry in line with overall goals for an integrated South Africa. This could be through any meaningful mechanism ranging from ownership to participation.</p>	<b>Category Criteria</b> <ul style="list-style-type: none"> <li>Clear evidence of support for and success in transforming the digital industry to be more representative in terms of culture, race and gender.</li> </ul>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>One-pager Summary: please include LinkedIn bio where applicable</li> <li>Please include resources and/or testimonials to support rationale with contactable email addresses</li> </ul> <b>Optional</b> Overview entry video	<b>Special Honours</b>
<b>HON06</b>	<b>Pixel for Purpose</b>	<p>Awarded to a piece of work (site, app, publication or any other digital content piece) that made a significant positive impact which reflects long-term sustainable change.</p> <p>The winner will have conclusively proven that the idea worked.</p>	<b>Category Criteria</b> <ul style="list-style-type: none"> <li>Campaign strategy.</li> <li>Creative excellence.</li> <li>Evidence of purposefulness (making the world a better place).</li> <li>Evidence of meaningful change/new features (for previous entrants).</li> <li>Meeting of business goals &amp; results (please provide clear evidence).</li> </ul>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>One-pager Summary</li> <li>Results document</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Video</li> <li>Images</li> </ul>	<b>Special Honours</b>
<b>HON07</b>	<b>Best Individual Contribution to Digital Marketing</b>	<p>This award recognises an individual who has made the greatest contribution to the digital marketing industry in South Africa, in the past 24 months, from either agency, publisher, brand or other.</p>	<b>Category Criteria</b> <ul style="list-style-type: none"> <li>Evidence of innovation and championing digital (marketing, publishing, brand or other) and furthered the success of the digital industry in</li> </ul>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>One-pager Summary</li> <li>Please include bio, LinkedIn Profile</li> <li>Testimonials to support above rationale with contact email address</li> </ul>	<b>Special Honours</b>



		*IAB Chairperson and CEO not eligible.	South Africa within the time frame (24 months)	<b>Optional:</b> • Overview entry video	
<b>HON08</b>	<b>Best Direct Brand or Online Business</b>	A company born in digital and enabled by technology to build its business through direct customer relationships and non-traditional, non-linear supply chains, where revenue results from the direct relationships between the company and its customers.  <i>Think UCook, onedayonly, Birchbox, YuppieChef. The business does not only need to live online.</i>	<b>Category Criteria</b> <ul style="list-style-type: none"> <li>• Overall excellence in direct customer relationships through digital.</li> <li>• Evidence of growth of customer acquisition through technology and online communities.</li> <li>• Evidence of rapid &amp; responsive product development through online feedback loops.</li> <li>• Evidence of user-generated content and peer referrals (preferably demonstrating effect on increased sales).</li> </ul>	<b>Compulsory</b> <ul style="list-style-type: none"> <li>• One-pager Summary</li> <li>• Please include brand or business LinkedIn Page</li> <li>• Testimonials to support above rationale with contact email address</li> </ul> <b>Optional:</b> <ul style="list-style-type: none"> <li>• Overview entry video</li> </ul>	<b>Special Honours</b>
	<b>Best Creative</b>	Based on performance in the 2024 Bookmark Awards and does not require an individual to enter.	<b>Category Criteria</b> Points earned in The 2025 Bookmark Awards.		<b>N.A</b>
	<b>Digital Brand of the Year</b>	Based on performance in the 2024 Bookmark Awards and does not require a brand to enter.	<b>Category Criteria</b> Points earned in The 2025 Bookmark Awards.		<b>N.A</b>
	<b>Best Publisher</b>	Based on performance in the 2024 Bookmark Awards and does not require a brand to enter.	<b>Category Criteria</b> Points earned in The 2025 Bookmark Awards.		<b>N.A</b>

	<b>Best Digital Agency</b>	Based on performance in the 2024 Bookmark Awards and does not require a brand to enter.	<b>Category Criteria</b> Points earned in The 2025 Bookmark Awards.		<b>N.A</b>
	<b>Lifetime Achievement Award</b>	The inaugural Lifetime Achievement Award aims to recognise individuals for their notable and continuous contributions to the growth of the digital marketing industry.	<b>Category Criteria</b> The award recipient will be selected from a shortlist compiled by the IAB Executive in conjunction with the Bookmark Awards Committee.		<b>N.A</b>