



# BOOKMARKS 2017

MAIN CATEGORY	SUB-CATEGORY	ENTRY DESCRIPTION	SAME WORK MAY BE RE-ENTERED FROM PREVIOUS YEARS
<b>1. Platforms</b>			
1.1	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.	YES - previous winners must specifically detail what has changed or improved
1.2	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.	NO
1.3	E-Commerce Sites	Any site offering e-commerce and sale of items as its primary function. Think amazon.com.	YES - previous winners must specifically detail what has changed or improved
1.4	Public Service and 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.	YES - previous winners must specifically detail what has changed or improved
1.5	"For good" or "cause" platforms	Sites or apps designed to impact society in a positive way. Winners must demonstrate how the initiative actually had an impact on society. Think GIVA ( <a href="http://www.giva.org.za">www.giva.org.za</a> )	YES - previous winners must specifically detail what has changed or improved
1.6	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.	YES - previous winners must specifically detail what has changed or improved
1.7	Mobile Apps	Any application installed on a mobile device - phone, tablet or watch. Publishing apps have their own category (below). Think Uber or Instagram.	YES - previous winners must specifically detail what has changed or improved
1.8	Mobile Sites	Any site specifically designed for browsing on a mobile phone, including feature phones. Think vodacom.mobi	YES - previous winners must specifically detail what has changed or improved

1.9	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.	YES - previous winners must specifically detail what has changed or improved
<b>2. Community</b>			
2.1	Existing Social Communities	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.	YES - previous winners must specifically detail what has changed or improved
2.2	New Social Communities	Newly launched (must be in this year) social media homes for brands, including on new platforms such as Snapchat - think CNN on Snapchat or Budweiser on WeChat.	NO
2.3	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.	NO
2.4	Social Media Campaigns	Best marketing campaigns where social media is at the core to the campaign strategy and mechanic. This includes Influencer Marketing. Please give a clear indication of media spend. Think #VolvoContest at the Superbowl	NO
2.5	Online Video Channels	Online non-publisher video channel with dedicated fans or followers (publisher, see below). Think YouTube Stars like JennaMarbles.	YES - previous winners must specifically detail what has changed or improved
<b>3. Channels</b>			
3.1	Paid Search Marketing	PPC or other use of search marketing to achieve campaign goals. Think your favourite low CPA campaign on Google.	NO
3.2	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".	YES - previous winners must specifically detail what has changed or improved
3.3	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.	NO
3.4	Native Advertising	Advertiser-sponsored, publisher-carried content designed to market a product or service through content development. Think Vice Media.	NO
3.5	Online Video Series	Non-branded online video content. Think Comedians in Cars getting Coffee.	NO
3.6	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.	NO
3.7	Social Paid Advertising	Campaign run through bought media on social media platforms. Think your favourite clever Facebook campaign.	NO
3.8	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 news ways. Think Bud Light on Tinder.	NO

3.9	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. Think Obama 2008.	NO
3.10	Innovative use of Mobile Media	Mobile advertising that pushes the boundaries beyond the illegible banner ad.	NO
<b>4. Emerging Digital Technologies and Channels</b>			
4.1	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.	NO
4.2	Use of Programmatic Media	Use of new ways of buying and optimising media spend to achieve exceptional results for advertisers. Think amazing returns on Xaxis.	NO
4.3	Customer Experience Design	Excellence in the digital customer experience, including point of sale or online service channels. Think Amazon.com's service offering.	YES - previous winners must specifically detail what has changed or improved
4.4	VR	Use of Virtual Reality (VR) to promote a product or brand.	NO
4.5	Chat, messaging and Dark Social	Use of chat, chat bots and messaging platforms (dark social) to achieve a marketing or communication result. Think Facebook Messenger.	NO
4.6	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.	NO
<b>5. Publishing</b>			
5.1	Publisher sites (mass appeal)	News or feature publishing sites intended to distribute information to a mass audience for non-brand purposes. Think CNN.com	YES
5.2	Specialist Publisher sites (smaller, niche audiences)	News or feature publishing sites intended to distribute information to a niche audience. Think Vulture.	YES
5.3	Mobile Publications	Publication intended for consumption primarily on mobile phones, including feature phones, for non-brands. Think Soccer Laduma mobile site.	YES
5.4	Email Publications	Non-campaign or brand publication distributed via email. Think Daily Maverick First Thing.	YES
5.5	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.	YES
5.6	User-Generated Content	Use of user-generated content within a publishing environment to enhance the publication and achieve results.	YES
5.7	Publisher apps	News or feature publishing apps intended to distribute information to a mass audience for non-brand purposes. Think Guardian app.	YES - previous winners must specifically detail what has changed or improved
5.8	Online Photography	Use of online video by a publisher for news or editorial purposes. Think Daily Mail.	YES

5.9	Newswires	Newswire service syndicating content to publishers. Think Reuters.	YES - previous winners must specifically detail what has changed or improved
5.10	Special Features	Specific feature around a specific story or event. Think World Cup microsite	NO
5.11	Online News Videos	Use of online video by a publisher for news or editorial purposes. Think CNN	NO
5.12	Live Event Coverage	Online coverage by a publication of an event - winners will demonstrate excellence in live reporting and content production. Think the Oscar trial.	NO
5.13	Streaming Services	Dedicated internet streaming service (video or audio). Think Netflix or CliffCentral.	YES
<b>6. Campaign</b>			
6.1	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.	NO
6.2	Content Strategy	Excellence in the strategy behind a content execution - not the content itself.	NO
6.3	Digital Campaign	Excellence in digital marketing campaign using one primary digital channel (not multi-channel).	NO
6.4	Mobile Campaign	Campaign run primarily through mobile channels.	NO
6.5	Data-driven campaign	Marketing campaign which has used data in an interesting, groundbreaking way in achieving its success.	NO
6.6	Integrated Multi-platform Campaign	Campaign that uses 3+ digital channels, as well as other non-digital channels, to achieve a marketing goal. Think Carling Be The Coach.	NO
<b>7. Craft Awards for Teams and Individuals</b>			
7.1	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.	NO
7.2	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.	YES
7.3	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.	NO
7.4	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.	NO

7.5	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.	NO
7.6	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.	NO
7.7	Craft: Excellence in UX Design	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.	NO
7.8	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.	NO
7.9	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.	NO
7.10	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.	NO
7.11	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.	NO
7.12	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.	NO
7.13	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.	NO
<b>8. Special Honours</b>			
8.1	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.	NO
8.2	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.	NO
8.3	Brand of the Year	Company most supportive or innovative in the digital marketing space.	YES

8.4	Best Marketer	Individual in a brand who most supports, encourages and succeeds using digital channels.	YES
8.5	Best CTO	Individual in a brand who most supports, encourages and succeeds using digital channels.	YES
8.6	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.	YES
8.7	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.	NO
8.8	Best Publisher	What more is there to say. Based on performance in the 2017 Bookmarks and does NOT require a Publisher to enter.	N/A
8.9	Best Digital Agency	What more is there to say. Based on performance in the 2017 Bookmarks and does NOT require an agency to enter.	N/A
8.10	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.	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 16 November 2015 – 11 November 2016
3. All entrants must produce a "one pager" PDF that sets out the essence of the entry. Judges are entitled to base their judging in the filter round on this one-pager
- 4. Please read the full ENTRY GUIDE for all entry rules and guidelines**