



CATEGORIES & CRITERIA

+

ENTRY RULES & GUIDELINES

Contents Page

CATEGORIES

1. Platforms	3
2. Communities	6
3. Channels	8
4. Emerging Digital Technologies & Channels	14
5. Publishing	16
6. Campaign	19
7. Craft Awards	22
8. Special Honours	26

ENTRY RULES & GUIDELINES

Quick Guide	30
The Rules	31
Overview of Categories	32
One-Pager	32
Other Supporting Material	33
Fees	35
Judging Process	36
Terms & Conditions	37

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.

1. PLATFORMS

<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images ● Include a creation timeline of build (if relevant) <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (30%) ● Innovation & technical accomplishment (40%) ● Meeting or exceeding business goals and results (30%) <hr/> <p>Points awarded: Yes. Please refer to the ranking methodology in the entry guideline supporting document.</p> <hr/> <p>Previous entrants: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p>
---	--

Below are specific criteria pertaining to each sub-category:

PLTO1: Brand, Commercial & Retail Websites:

This category applauds long-term responsive websites designed for marketing, communication, or sales purposes. Successful entries will show how their website surpasses industry standards by seamlessly blending world-class user experiences, compelling content, and exceptional design, ultimately meeting both business objectives and user needs.

This category is not for short-term campaign microsites but enduring websites that facilitate long-term business goals. Short-term campaign microsites should be entered under CHN15.

Think www.basecampstudent.com, Ocean Basket: [Global website](#), Sanlam.co.za, bettr: digital banking platform

Jury Panel: Builders Panel

PLTO2: E-commerce sites

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 ultimately drive sales?

Think fitsole.shop, lemkus.com, takealot.com, onedayonly.co.za, clinique.co.za

Jury Panel: Builders Panel

PLT03: Public Service and NPO Platforms

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?

Think wwf.org.za, foodforwardsa.org, Digify Africa: [The Digibot](#)

Jury Panel: Builders Panel

PLT04: Software, Services & Platforms

A rich web-based, functional application designed to run in a browser - will be judged by its utility (UI and UX), functionality, quality and technical strength (SEO). This award is for software and user experience, not content. Indication of business results will be beneficial.

Publishing apps have their own category (See Publishing).

Think [Starbucks App](#); Lil-letstalk.co.za; Knorr: [Goodness Calendar](#)

Jury Panel: Innovative Engineers Panel

PLT05: Mobile Apps

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 Woolworths: [Retail App](#)

Jury Panel: Builders Panel

PLT06: Mobile Sites

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 Vodacom: [Soccer](#), Nissan Navara: [Made with your playlist](#)

Jury Panel: Builders Panel

PLT07: Games

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: [Play before you stay](#), Chicken Licken: [Soul Rocker](#), Volkswagen: [GTI8 on tour](#)

Jury Panel: Innovative Engineers Panel

PLT08: Platform Innovation

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 AB InBev: [#ReclaimYourDNA](#), Sanlam: [LI:FE of Confidence](#)

Jury Panel: Builders Panel

PLT09: Employee Experience Programme

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.

Think internal company systems that encourage and reward employee performance

Jury Panel: Builders Panel

PLT10: Internal Business Platforms

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.

Think of internal company systems that encourage more effective internal company communication

Jury Panel: Builders Panel

PLT11: Customer Experience Design

Any digital touchpoint that enhances a customer's experience of a brand, product or service.

Think Pineapple Insurance, Castle Lite: [Cold Tracker](#)

Jury Panel: Builders Panel

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.

2. COMMUNITIES

Compulsory

- One-pager Summary
- Results document

Optional

- URL
- Video
- Images

Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.

Category Criteria

- Creative excellence (40%)
- Innovation & technical accomplishment (20%)
- Meeting or exceeding business goals and results (40%)

Points awarded:

Yes. Please refer to the ranking methodology in the entry guideline supporting document.

Previous entrants:

Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.

Below are specific criteria pertaining to each sub-category:

COM01: Social Communities

New or ongoing permanent homes for brands or publishers on social media. Evidence of growth and/or success in meeting desired goals is essential. Planned/anticipated business results should be declared, together with actual results to measure business impact.

Social activity is designed to engage, build and maintain an online social community, developing advocacy or social fandom around a brand. Community activity engagement levels and the appropriateness of targeted communications directed at active/non-active users will all be considered.

Think Engen social communities; Sanlam social communities, Toyota #ToyotaStories, Tyme Bank Communities

Jury Panel: Social, Community and Influencer Marketing Panel

COM02: Use of User-Generated Content (UGC)

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 and how it led to business results. Planned/anticipated business results should be declared, together with actual results to measure business impact.

Think Coca-Cola: [Beatcan campaign](#), Cadbury: ["In our own words"](#)

Jury Panel: Social, Community and Influencer Marketing Panel

COMo3: Social Media Campaigns

Best marketing campaigns where social media plays a critical and leading role at the core of the campaign strategy and mechanic. Entrants must show the critical role that social media played in the campaign planning and results. This includes Influencer Marketing, where paid-for influencers should be disclosed with budgets, where possible.

Think Volkswagen: [#VWDezemba](#); Chicken Licken: [Love me Tender](#), Castle Lite: [Lulu](#)

Jury Panel: Social, Community and Influencer Marketing Panel

COMo4: Online Video Channels

Online (non-publisher) video channels with dedicated fans or followers (Publisher, see below). Entrants need to show how this channel helped achieve marketing objectives, not paid media performance results.

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.

Jury Panel: Social, Community and Influencer Marketing Panel

COMo5: Influencer Marketing

Excellence in the use of influencer marketing (celebrity, creator, expert, customer) to meet digital marketing goals. 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.

The following declarations should form part of the entry:

- Influencer costs (In the event that a NDA prevents disclosure of Influencer cost, this should be declared as part of Production costs)
- Paid media budget if applicable
- Any media results (reach, impressions, engagements, clicks) should be clearly split between organic performance and any paid media or amplification.

Think Chicken Licken: [Thank You For Complaining](#), Nedbank: [NewBank Campaign](#)

Jury Panel: Social, Community and Influencer Marketing Panel

COMo6: Social Media Innovation

Creative utilisation of existing social platforms and/or online communities to impact business objectives or enhance a relationship with a brand, community or consumers. This may also include the utilisation of new functionality of existing social platforms. Levels of engagement, social reach and the creative strategy will all be considered.

Planned consumer journey to be declared, together with incremental gains expected, be it ROI driven, consumer sentiment, SOV etc.

Think Sanlam: [LI:FE of Confidence](#), Takealot: *The AI Powered WhatsApp Retail Therapist*, Castle Lite: [Lulu](#)

Jury Panel: Social, Community and Influencer Marketing Panel

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.

3. CHANNELS

<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (30%) ● Innovation & technical accomplishment (30%) ● Meeting or exceeding business goals and results (40%)
	<p>Points awarded:</p> <p>Yes. Please refer to the ranking methodology in the entry guideline supporting document.</p>
	<p>Previous entrants:</p> <p>Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p>

Below are specific criteria pertaining to each sub-category:

CHN01: Paid Search Marketing

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.

Planned/anticipated media, channel and business results should be declared, together with actual results to measure impact.

Think MTN: [More sales. More wins. Less spend.](#)

Jury Panel: Performance Marketing Panel

CHN02: Organic Search Marketing

SEO and other organic 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.

Think the top-ranking organic result for the "insurance" search or "daily deals" search term
 Think Google: [#Lookmeup](#)

Jury Panel: Performance Marketing Panel

CHN03: Display Advertising

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. Entrants must show the critical role that display advertising plays in the campaign and its results. Media investment and ROI should be clearly stated.

Think any banner on any homepage, mobile or desktop

Jury Panel: Performance Marketing Panel

CHN04: Native Advertising

Advertiser-sponsored, publisher-carried content designed to market a product or service through content development.

Please include what type of native advertising was used and why. Please also show the alignment of the desired audience to content and show website/app performance data. How did this approach drive interest from your audience?

Think Netflix and National Geographic content and ads.

Jury Panel: Performance Marketing Panel

CHN05: Online Video Series

Any online video content created as part of a short-term campaign or series, where storytelling or narrative is presented. This is not a brand TVC. 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.

Think Sanlam: [Li:FE of Confidence](#); KFC: [PI Diaries](#)

Jury Panel: Marketers Panel

CHN06: Content Marketing Strategy

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 (strategy, execution and outcomes) and how it led to attracting, retaining, and growing a clearly defined audience/community that was then demonstrably engaged in the content marketing.

Planned/anticipated media, channel and business results should be declared, together with actual results to measure impact. 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.

Think Lil-Lets: [Lil-Lets Talk](#)

Jury Panel: Marketers Panel

CHN07: Social Paid Advertising

Paid media campaigns run on social media platforms, leveraging these platforms to deliver exceptional results. Entrants must show the critical role that paid social media played in the campaign and its results. Media investment and ROI should be clearly stated.

Think [The People vs Savanna Cider](#), Eskort Food: [#ILoveEatingRussians](#)

Jury Panel: Performance Marketing Panel

CHN08: Innovative Use of Media Planning

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.

Think Distell: [Pata Pata Reimagined](#), Castle Lager: [Heartbeat of the Nation](#), Pizza Hut: *Chicken Pops Pizza*

Jury Panel: Performance Marketing Panel

CHN09: Email, Direct & Inbound Marketing

Use of email, SMS, direct digital marketing and other inbound techniques to achieve digital marketing objectives.

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.

Think Colgate: *Personalise Your Smile*, Showmax *personalised emails*

Jury Panel: Performance Marketing Panel

CHN10: Use of Programmatic Media

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 makes use of data sources and re-targeting. 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.

Think [American Swiss: "Drop the Hint"](#)

Jury Panel: Performance Marketing Panel

CHN11: Digital Installation and Activations

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.

Think Nestle: *Touchless Innovation*; [BA: Look Up billboard](#), Roger Waters: "The Wall" concert, Tractor Outdoor x Brutal Fruit: [#YouBelongToCelebrate](#)

Jury Panel: Innovative Engineers Panel

CHN12: Digital Video Production

Creative use of online video and digital footage, with innovative or advanced technical skill to achieve digital marketing goals. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated. How was video used effectively on the platform?

Think Distell: [Pata Pata Reimagined](#)

Jury Panel: Marketers Panel

CHN13: Use of CRM, Loyalty Programs & Gamification

Excellence in the use of customer data and targeting to achieve digital marketing results, including online loyalty programs and gamification. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated.

Think [AB InBev: The Foam Knows](#), Discovery Vitality, Vodacom: Shake

Jury Panel: Innovative Engineers Panel

CHN14: Channel Innovation

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, 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.

Think Digify Africa: [The Digibot](#), Nissan Navara: [Made with your playlist](#)

Jury Panel: Performance Marketing Panel

CHN15: Campaign / Microsites

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 & Retail Websites category.

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.

Think PPS: [Finding the Forgotten Graduate](#)

Jury Panel: Marketers Panel

CHN16: Bots, Messaging and Dark Social

Use of chat, chatbots, conversational AI chatbots and messaging platforms (dark social) to achieve a marketing or communication result.

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.

Think Digify Africa: [The Digibot](#), Ford X: AdLingo Chat Bot

Jury Panel: Social, Community and Influencer Marketing Panel

CHN17: Podcasts, Live Streaming and Audio Streaming

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.

Planned/anticipated media, channel and business results should be declared, together with actual results to measure impact. Share production/development and paid media costs.

Think Grammarly x Spotify, [Bona Corona](#)

Jury Panel: Marketers Panel

CHN18: Interactive Mixed Media

Use of digital and non-digital channels in an integrated manner to achieve marketing objectives. Entrants should demonstrate how they bridged the digital divide in retail environments, digital-out-of-home (DOOH) or offline conversion mapping. 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. Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign and must demonstrate how well the different mediums complement and build on each other to communicate the brand's message. Entries in this category must show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor).

Think Volkswagen: *The Blind Spot*, Sanlam [LI:FE of Confidence](#), AB InBev: [#ReclaimYourDNA](#)

Jury Panel: Marketers Panel

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.

4. EMERGING DIGITAL TECHNOLOGIES & CHANNELS

<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary <p>Optional</p> <ul style="list-style-type: none"> ● Results Document ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (40%) ● Innovation & technical accomplishment (60%) <p>Points awarded: Yes. Please refer to the ranking methodology in the entry guideline supporting document.</p> <p>Previous entrants: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p>
---	---

Below are specific criteria pertaining to each sub-category:

EME01: Virtual Reality (VR) & Augmented Reality (AR)

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).

Think AB InBev: [#ReclaimYourDNA](#) Virtual Museum Experience

Jury Panel: Innovative Engineers Panel

EME02: Internet of Things

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.

Think Smollan: [Gcwalisa](#)

Jury Panel: Innovative Engineers Panel

EMEO3: Artificial Intelligence

Exceptional and innovative uses of Artificial Intelligence, including machine learning, for marketing or communication purposes.

Think [Takealot: The AI Powered WhatsApp Retail Therapist](#)

Jury Panel: Innovative Engineers Panel

PUBLISHING

Individual, team or publisher entries for excellence in online publishing. This category is not only for content published in accordance with the Press Code, but also for commercial sites.

5. PUBLISHING

Compulsory

- One-pager Summary
- Results document

Optional

- URL
- Video
- Images

Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.

Category Criteria

- Creative excellence (40%)
- Innovation & technical accomplishment (30%)
- Meeting or exceeding business goals and results (30%)

Points awarded:

Yes. Please refer to the ranking methodology in the entry guideline supporting document.

Previous entrants:

Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.

Below are specific criteria pertaining to each sub-category:

PUB01: Publisher Sites (Mass Appeal)

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.

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?

Think News24, DailyMaverick, Supersport Online, BusinessTech, Maroela Media, The South African

Jury Panel: Publishers Panel

PUB02: Custom Publishing (Niche Appeal)

Any publisher, person or group 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.

Think Taste Magazine Online, Vodacom Rugby App, MTN Soccer

Jury Panel: Publishers Panel

PUB03: Email Newsletters & Marketing

Editorial content distributed via email, or other produced editorial marketing campaigns via email, displaying innovative, highly effective and creative use of the medium.

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?

Think News24: Good Morning, SA, Taste magazine

Jury Panel: Publishers Panel

PUB04: Social Media Content & Campaigns

Innovative, highly effective and creative use of social media platforms for the publication of news content or for other publisher-produced editorial marketing campaigns.

This category moves beyond publisher content distribution on social media and rewards publishers embracing social media to reach new audiences and tell different stories.

Think News24: Let's talk about it, TimesLIVE Video TikTok channel

Jury Panel: Publishers Panel

PUB05: Data Strategy, Content & Campaigns

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.

Think Media Hack

Jury Panel: Publishers Panel

PUB06: Video Content & Campaigns

Innovative, highly effective and creative use of video in news reporting or in other publisher-produced editorial marketing campaigns.

Think Eyewitness News: The Homeless Graduate - Gibson Nzimande's story, TimesLIVE Video: Catching Rosemary Ndlovu: The Killer Cop

Jury Panel: Publishers Panel

PUB07: Live Event Content

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.

Think News24: July Unrest Live Coverage; Farmers for Change: Mzansi Young Farmers Indaba 2022

Jury Panel: Publishers Panel

PUB08: Audio Content, Podcasts & Campaigns

Innovative, highly effective and creative use of audio in news reporting, podcasting or in other editorial marketing campaigns.

Think Jacaranda FM: #SafeSpace, News24: My Only Story - Back to School

Jury Panel: Publishers Panel

PUB09: Publisher Innovation

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.

Think News24: News24 On Air, Netwerk24: Text-to-speech - A world-first for Afrikaans

Jury Panel: Publishers Panel

PUB10: Publisher Brand-Building Campaigns

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).

Think KFM: Best of The Cape - Unlocking The Cape's Best Small Business In Lockdown, Daily Maverick: Live Journalism Webinars

Jury Panel: Publishers Panel

PUB11: Publisher Monetisation

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.

Think News24; Food Lovers Market

Jury Panel: Publishers Panel

CAMPAIGN

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

6. CAMPAIGN	
<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (40%) ● Innovation & technical accomplishment (30%) ● Meeting or exceeding business goals and results (30%) <hr/> <p>Points awarded: Yes. Please refer to the ranking methodology in the entry guideline supporting document.</p> <hr/> <p>Previous entrants: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p>
Below are specific criteria pertaining to each sub-category:	
<p>CAMo1: Digital Campaign Strategy</p> <p>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.</p> <p>Think Sanlam LI:FE of Confidence, KFC PI Diaries</p> <p>Jury Panel: Marketers Panel</p>	
<p>CAMo2: Digital Integrated Campaign</p> <p>Excellence in a digital marketing campaign that uses exclusively digital channels to achieve marketing goals that drive business results.</p> <p>Immersive large-or-small-scale digital experiences and events set up 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.</p> <p>Think Sanlam LI:FE of Confidence, AB InBev: #ReclaimYourDNA, Volkswagen Polo: Game On</p> <p>Jury Panel: Marketers Panel</p>	

CAM03: Mobile Campaign

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.

Think Vodacom: Anti Hi-Jack Ads, Santan: Guardians, AB InBev: [#ReclaimYourDNA](#)

Jury Panel: Marketers Panel

CAM04: Best Use of Data

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.

Think Mercedes-Benz GLC: Online Edition, Vodacom: Anti Hi-Jack Ads

Jury Panel: Performance Marketing Panel

CAM05: Integrated Mixed Media Campaign

A marketing campaign that uses digital, as well as non-digital channels, to achieve a marketing goal.

Provide strategy and rationale for the selection of the media mix, together with planned/anticipated media, channel and business results.

Think AB InBev: [#ReclaimYourDNA](#), Sanlam: [LI:FE of Confidence](#), KFC: [Anything for the Taste](#)

Jury Panel: Marketers Panel

CAM06: Break Through on a Budget

A marketing 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 need to be fully disclosed, including Production, Media and Internal resources cost equivalent estimates.

Think Checkers Sixty60: [#TinderSwindler](#)

Jury Panel: Marketers Panel

CAMo7: Branded Content

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.

Think PPS: [Finding the Forgotten Graduate](#), Checkers Sixty60: [#TinderSwindler](#)

Jury Panel: Marketers Panel

CAMo8: Second Screen Campaign

This category was formerly in Emerging Technology and has been moved to Campaigns.

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.

Think Volvo: [Hack the Superbowl](#)

Jury Panel: Marketers Panel

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.

7. CRAFT AWARDS

<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary <p>Optional</p> <ul style="list-style-type: none"> ● Results document ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence & Quality of work produced (60%) ● Innovation & technical accomplishment (40%) <p>Points awarded: Yes. Please refer to the ranking methodology in the entry guideline supporting document.</p> <p>Previous entrants: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note that CRF01, CRF03, CRF06, and CRF08 cannot be entered over multiple years.</p>
---	---

Below are specific criteria pertaining to each sub-category:

CRF01: Excellence in Craft: Marketing Copywriting

For an excellent piece or body of copywriting work on a marketing campaign. This category cannot receive entries from multiple years.

Think PPS: [Finding the Forgotten Graduate](#)

Jury Panel: Marketing Craft Panel

CRF02: Excellence in Craft: Research

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.

Think PPS: [Finding the Forgotten Graduate](#)

Jury Panel: Marketing Craft Panel

CRFo3: Excellence in Craft: Interface Design

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 experience and user interface to deliver a world-class experience.

Think PPS: [Finding the Forgotten Graduate](#), AB InBev: [#ReclaimYourDNA](#)

Jury Panel: Builders Panel

CRFo4: Excellence in Craft: Software, Coding & Tech Innovation

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.

Think Sanlam Savings Jar, PPS: [Finding the Forgotten Graduate](#), AB InBev: [#ReclaimYourDNA](#)

Jury Panel: Innovative Engineers Panel

CRFo5: Excellence in Craft: Strategy

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.

Think Sanlam: [LI:FE of Confidence](#); AB InBev: [Bread of the nation](#), Volkswagen Polo: [Game On](#)

Jury Panel: Marketing Craft Panel

CRFo6: Excellence in Craft: UX

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.

Think PPS: [Finding the Forgotten Graduate](#), Woolworths retail app

Jury Panel: Builders Panel

CRFo7: Excellence in Craft: Online Video / Moving Image

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.

Think Sanlam: [Li:FE of Confidence](#)

Jury Panel: Marketing Craft Panel

CRFo8: Excellence in Craft: Social Media Community Management

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.

Think Nandos Voice of the People

Jury Panel: Social, Community and Influencer Marketing Panel.

CRFo9: Excellence in Craft: Digital Media

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.

Think Nestle: *Brewing with Data*, Nedbank CIB Brand: *We're Not Green for Nothing*

Jury Panel: Performance Marketing Panel

CRF10: Excellence in Craft: Use of Sound

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.

Think Nedbank: [A Story of Sound and Wine](#), Coca-Cola: [Beatcan campaign](#)

Jury Panel: Marketing Craft Panel

CRF11: Excellence in Craft: Interactive Design

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.

Think PPS: [Finding the Forgotten Graduate](#), AB InBev: [#ReclaimYourDNA](#)

Jury Panel: Innovative Engineers Panel

CRF12: Excellence in Craft: Voice Experience Design

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.

Think Nissan: [Shwii](#)

Jury Panel: Innovative Engineers Panel

CRF13: Excellence in Craft: Digital Content Marketing

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).

Think PPS: [Finding the Forgotten Graduate](#)

Jury Panel: Marketing Craft Panel

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 2023 - 29 February 2024.

8. SPECIAL HONOURS	MATERIALS & CRITERIA
<p>HON01: Best Digital Student</p> <p>Best student studying a digital marketing course at an institution, including digital marketing and related disciplines.</p> <p><i>Think of top students at Vega, AAA, Red & Yellow or UJ.</i></p> <p>Jury Panel: Youth Action Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Quality of work submitted ● Demonstrate potential ● Demonstrate innovative, and creative digital thinking <p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary: please include bio, LinkedIn Profile ● Up to 3 Testimonials to support above rationale with contact email addresses <p>Optional</p> <ul style="list-style-type: none"> ● Overview entry video <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>
<p>HON02: Digital Rising Star</p> <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> <p>Jury Panel: Youth Action Panel</p>	

<p>HON03: Best Marketer</p> <p>Individual in a brand who most supports, encourages the use of, and uses, digital marketing channels and platforms to achieve both marketing and business objectives.</p> <p>In achieving these objectives, this person also ensures that digital audiences are used to maximum effect.</p> <p>The individual needs to demonstrate how they have personally driven the successful use of digital marketing for the brand /or business.</p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Clear evidence of support for innovative, creative digital work that has resulted in business impact / ROI ● Clear evidence of marketing objectives being met through innovative, creative digital spend, under your stewardship ● Where possible, include evidence of achieving business objectives through the use of digital marketing. <p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Please include bio, LinkedIn Profile ● Up to 3 Testimonials to support the above rationale with contact email addresses <p>Optional:</p> <ul style="list-style-type: none"> ● Overview entry video <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>
<p>HON05: Best Contribution to Transformation in the Digital Industry</p> <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> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Clear evidence of support for and success in transforming the digital industry to be more representative in terms of culture, race and gender. <p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● LinkedIn bios where applicable ● Please include resources to support rationale. ● Testimonials to support the above rationale with contactable email addresses <p>Optional:</p> <ul style="list-style-type: none"> ● Overview entry video

<p>HONo6: Pixel for Purpose</p> <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> <p>Think PPS: Finding the Forgotten Graduate, Cadbury: Homegrown Stories</p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● 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). <p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>
<p>HONo7: Best Individual Contribution to Digital Marketing</p> <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. (agency, publisher, brand or other).</p> <p>This individual would be someone who has delivered innovative thinking to the digital industry and used their influence to drive our industry forward.</p> <p>*IAB Chairperson and CEO not eligible.</p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Evidence of innovation and championing digital (marketing, publishing, brand or other) and furthered the success of the digital industry in South Africa within the time frame (24 months) <p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Please include bio, LinkedIn Profile ● Testimonials to support above rationale with contact email address <p>Optional:</p> <ul style="list-style-type: none"> ● Overview entry video <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>

<p>HONo8: Best Direct Brand or Online Business</p> <p>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.</p> <p><i>Think UCook, onedayonly, Birchbox, YuppieChef. The business does not only need to live online.</i></p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none"> ● Overall excellence in direct customer relationships through digital. ● Evidence of growth of customer acquisition through technology and online communities. ● Evidence of rapid & responsive product development through online feedback loops. ● Evidence of user-generated content and peer referrals (preferably demonstrating effect on increased sales). <p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Please include brand or business LinkedIn Page ● Testimonials to support above rationale with contact email address <p>Optional:</p> <ul style="list-style-type: none"> ● Overview entry video
<p>Best Creative</p> <p>Based on performance in the 2024 Bookmark Awards and does not require an individual to enter.</p>	<p>Category Criteria</p> <p>Points earned in The 2024 Bookmark Awards.</p>
<p>Digital Brand of the Year</p> <p>Based on performance in the 2024 Bookmark Awards and does not require a brand to enter.</p>	<p>Category Criteria</p> <p>Points earned in The 2024 Bookmark Awards.</p>
<p>Best Publisher</p> <p>Based on performance in the 2024 Bookmark Awards and does not require a brand to enter.</p>	<p>Category Criteria</p> <p>Points earned in The 2024 Bookmark Awards.</p>
<p>Best Digital Agency</p> <p>Based on performance in the 2024 Bookmark Awards and does not require a brand to enter.</p>	<p>Category Criteria</p> <p>Points earned in The 2024 Bookmark Awards.</p>
<p>Lifetime Achievement Award</p> <p>The inaugural Lifetime Achievement Award aims to recognise individuals for their notable and continuous contributions to the growth of the digital marketing industry.</p>	<p>Category Criteria</p> <p>The award recipient will be selected from a shortlist compiled by the IAB Executive in conjunction with the Bookmark Awards Committee.</p>

A QUICK GUIDE TO THE 2024 BOOKMARKS

<p>READ THE RULES</p>	<p>Before you begin your journey to winning gold - PLEASE READ ALL THE RULES (ENTRY GUIDE) PROPERLY. PREFERABLY MORE THAN ONCE.</p> <p>Only work which has been approved by your publisher/client/agency heads and that has been published, launched or aired may be entered.</p>
<p>CHECK CATEGORIES & FEES</p>	<p>Make sure you enter your work in the correct categories. If you need help determining which category is most appropriate for your work, please don't hesitate to contact thebookmarks@iabsa.net for assistance. Please check the entry fees and methods of payment. The Bookmarks reserves the right to move entries to more appropriate categories during the entry processing and prior to judging.</p> <p>The responsibility for ensuring that an entry is entered into the correct category lies with the entrant. The Jury are not allowed to move entries between categories during judging.</p>
<p>NOTE THE ENTRIES TIMELINE</p>	<p>ENTRIES OPEN: MONDAY 19 FEBRUARY 2024 EARLY BIRD: 19 FEBRUARY - 8 MARCH 2024 STANDARD: 9 MARCH - 12 APRIL 2024 LATE FEE: 13 - 26 APRIL 2024 ENTRIES CLOSE: 26 APRIL 2024 (MIDNIGHT) ELIGIBILITY PERIOD: 1 MARCH 2023 - 29 FEBRUARY 2024</p>
<p>CREATE YOUR ENTRY</p>	<p>Each category has different criteria that need to be met, including supporting media and documents. Please check the entry form and entry guide to ensure you're ready to upload your entry.</p> <p>NB: Your agency name or logo may NOT appear on your supporting media or in your description. Judging is done anonymously.</p>
<p>PREPARE YOUR ONE-PAGER & RESULTS DOCUMENTS</p>	<p>Two documents need to be submitted with each entry—a "one-pager" summary and a "Results" document that clearly prove the success of your entry (some categories do not require results—please read the relevant category criteria).</p> <p>Failure to produce compelling motivations will limit your entry's chance of winning. The basic structure of a "one-pager" should include your brief/objective and information based on the category entry criteria.</p>
<p>SUBMIT YOUR ENTRY ONLINE</p>	<p>Create an entry on the online system, choose a category and fill in the relevant information in the form. Entries can be edited at any stage before submission.</p>

<p>UPLOAD MEDIA AND SUPPORTING DOCUMENTS</p>	<p>All electronic media and documentation must be uploaded via the entry system.</p> <p>NB: Please make sure you upload the correct media for your entry!</p>
<p>NEED HELP?</p>	<p>If you have any technical queries, please call us on 011 772 1220 or send an e-mail to bookmarks@loeries.com.</p>

THE RULES

Please note that while we encourage and accept work being entered into multiple categories, it is advised that each entry is set up specific to that category in order for that piece of work to shine in the category you have entered it in. 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.

1. Entries must have appeared online during the period 1 MARCH 2023 and 29 FEBRUARY 2024.
2. The final deadline for all entries is FRIDAY 26 APRIL 2024 at midnight.
3. 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.
4. Except for the Publishing, some of the Craft categories and the Special Honours categories, 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.
5. Work entered must have been developed for a South African audience; or by a South African agency for an international audience.
6. Any non-English entries must include subtitles. Also include any necessary explanation for the jury to understand the context of the translation.
7. 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. A separate results page, in addition to the one pager, must be submitted where relevant.
8. The Bookmarks Jury President reserves the right to cancel a category and refund the entry fees if a suitable number of entries are 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 criteria 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 in every case and potentially by different juries. Please ensure you align multiple entries with the correct rationale and entry criteria for that category.
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 recognizing the agency, publisher or brand - with the exception of the 'Craft: Excellence in software, coding & tech innovation' award. This is an individual or team award for demonstrable excellence and innovation in coding or use of technology in an online campaign or platform.. Whilst the entering company will still receive points, the award is given to the individual/ team only in this one award.
5. **Special Honours:** 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. Be sure to mention the nominee by name.
6. Best Creative, Digital Brand of the Year, Best Publisher and Best Digital Agency are won based on points earned in the Bookmarks show in categories which contribute points. No entries are required or accepted for these.
7. This year The Bookmark Awards has introduced a Lifetime Achievement Award. This award can not be entered, but the recipient will be selected and decided from a shortlist compiled by The Bookmarks Committee and IAB South Africa executive.

THE ONE-PAGER

1. This is a page with all the information to "sell" your entry to the judges, in response to the criteria listed for the entry category. Please pay special attention to the weighting of each entry criteria.
2. Your "One-pager" must be submitted as a high-res jpeg (see specs provided at the end of this document)—PDFs will not be accepted.
3. 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. In this round 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 to the second round.
4. Slightly different information will be appropriate for the various categories. Please study the CRITERIA carefully. Also include:
 - The title and description of the work;
 - A representative work visual (if applicable)—like a screen-grab or an example banner;

- In the Publishing categories where the entry is an item/s published (and not a site/platform/service), provide the link/s to the story/video/podcast/ etc; and
- Supporting evidence for the applicable criteria.

OTHER SUPPORTING MATERIAL

Entry format: In addition to links to content items in some Publisher categories, websites or landing pages should be presented as an overview video or in high res jpegs.

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.

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. PLEASE NOTE THAT THIS IS NOT APPLICABLE TO ENTRIES IN THE PUBLISHER CATEGORIES.

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, with a clear outline of how your work meets or exceeds the entry criteria, beats a 10-minute case study every time!

Evidence of Results: Bookmarks is a show committed to awarding work that has delivered results. The majority of categories include a 30% weighting for results achieved, and are judged accordingly, other than Emerging Tech, Craft and Special Honours. Results are NOT JUST screen grabs of your Google Analytics dashboard.

The judges typically consider the following:

- The articulation of your business or campaign objective and how this was achieved by the work submitted.
- Please give a clear indication of Production and Media budgets with planned KPIs
- Whether the results are believable (avoid “4567% increase in Twitter followers”).
- Whether the entry was meaningful to the client or business;
- Whether the results submitted are relevant to the specific category being reviewed; and
- Whether the results submitted represent an efficient use of the client’s budget. Return on Investment is therefore key.

Entry assets:

- 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.
- **Do not place your name or your agency branding on your Jpeg, with the exception of Publisher categories where relevant.**
- A maximum of 15 JPEGS allowed, as part of supporting material
- High resolution (300dpi) Jpegs ONLY. • MUST BE 7063(w) x 5008(h) pixels.

- File size is 5MB - 15MB per image.
- Text must be legible when projected to a screen.
- Submit close up images of small details that need to be seen by the jury.
- **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 may be viewed at the judges' discretion.
- **PLEASE NOTE:** All non-English entries must have English subtitles.
- Choose one of the following if using video files as supporting material:

PREFERRED FORMAT	FRAME SIZE	FRAME RATE	BIT RATE
HD 720p	1280 x 720	25 fps	16 Mbps
HD 1080	1920 x 1080	25 fps	16 Mbps
ACCEPTED FORMAT	FRAME SIZE	FRAME RATE	BIT RATE
PAL 4:3	720 X 576	25 fps	5 Mbps
PAL 16:9	1024 X 576	25 fps	5 Mbps
NTSC 4:3	720 X 480	29.97 fps	5 Mbps
NTSC 16:9	854 X 480	29.97 fps	5 Mbps

Video files must be transcoded to the below specifications:

- Video must be encoded to Quicktime (H.264)
- Accepted file format is .MOV or MP4
- Bitrate as per table above
- Frame reordering: Enabled
- Key Frames: Automatic
- Quality: High (Multi-Pass recommended)
- Streaming: None
- Audio AAC Stereo 48kHz
- Audio Bit Resolution: 16bit
- Audio Encoding: Constant Bit Rate (CBR)
- Audio Bit Rate: 192kbps
- Video Clock/Slate: NONE
- Non-English entries must have subtitles

For **audio and podcast submissions**, please follow these specifications:

- Accepted file format: MP3
- Maximum file size: 100MB
- Duration: Length of duration is dependent on the category
- Audio Slate: NO AUDIO SLATE UPFRONT
- **Please note: All Non-English entries must be submitted as video with English subtitles**

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

ENTRY FEES

CATEGORIES	STANDARD FEE	IAB SA MEMBER FEE (DISCOUNT)
PLATFORM	R 2 130 excl. VAT	R 1 610 excl. VAT
COMMUNITIES	R 2 130 excl. VAT	R 1 610 excl. VAT
EMERGING DIGITAL TECHNOLOGIES & CHANNELS	R 2 130 excl. VAT	R 1 610 excl. VAT
PUBLISHING	R 2 130 excl. VAT	R 1 610 excl. VAT
CAMPAIGN	R 2 130 excl. VAT	R 1 610 excl. VAT
CRAFT AWARDS	R 1 810 excl. VAT	R 1 360 excl. VAT
SPECIAL HONOURS	R 2 090 excl. VAT	R 1 700 excl. VAT
SPECIAL HONOURS STUDENT HON01	FREE	FREE

EARLY BIRD ENTRY DISCOUNT: Any entry completed and paid for between Monday 19th February and Friday 8th March 2024 by close of business, will receive a 10% discount. Thereafter, normal rates will apply, as per the outlined entry fees for 2024.

LATE FEE (13 - 26 April 2024): Entries submitted past the 12th April 2024 will be subject to a 12% late penalty fee. The entry timeline closes on 26th April 2024 at midnight and **no entries will be accepted past that date.**

PLEASE NOTE: The "Best Digital Brand", "Best Digital Agency" and "Best Publisher" and "Best Creative" categories are free, as they are drawn from performance in the competition and therefore do not need formal entries.

ELIGIBLE ENTRIES: Please make sure your work is eligible - read the Entry Rules before submitting your work. All entries are subject to the Terms & Conditions of The Bookmark Awards.

METHODS OF PAYMENT: Payment can only be made by Bank Transfer or Credit Card. Account details are provided on the invoice.

NO REFUNDS ON ENTRIES: Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Bookmarks be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and preparing the awards.

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.

JUDGING PROCESS

Judging takes place in two rounds:

1. ROUND 1: REMOTE OFF-SITE JUDGING

The judges login via the Loeries online judging System and will begin by reading your "One Pager" supplied as part of your entry. Thereafter each judge will view the material in more depth for those entries that they believe have a strong chance of progressing through the competition.

THE JUDGE IS UNDER NO OBLIGATION TO READ ALL YOUR MATERIAL OR WATCH ALL OF YOUR VIDEOS.

2. ROUND 2: VIRTUAL ON-SITE JUDGING

The judges convene virtually for two days of intense judging to score all finalists. Scoring is secret and only the Jury President will know at the end of the judging who the winners are.

At all times, including Round 1 and Round 2, judges are recused from judging their own work, or work that presents a conflict of interest. In round 2, recused judges are physically absent and do not participate in the discussions. In facilitating round 2, the Jury President's role is to ensure neutrality, and does not judge any work. Their role is to manage the judging process, and to ensure fairness and equal application of the entry criteria and competition rules.

THE SHORTLIST:

Based on the criteria, entries are narrowed down to a shortlist before final evaluation by the judges. This shortlist of finalists will be released prior to the Bookmarks show.

The final score then determines their qualification for Bronze Certificates, or Silver, Gold or Black (for special honours) Pixels.

Shortlisted entries do not automatically qualify for an award. Self-promotional work will not be eligible for Gold Pixels.

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.

TERMS & CONDITIONS

1. INTRODUCTION

The Interactive Advertising Bureau of South Africa (IAB) (Registration No. 2011/011625/08) (the "Association") is the organiser, administrator and owner of The Bookmark Awards (the "Bookmarks"), which includes an annual award ceremony and related activities which promote and reward digital media and marketing excellence. The Association is also the owner and operator of the website located at www.thebookmarks.co.za (the "Website").

These terms and conditions are binding on all persons that access the Website (referred to as "Users" and/or "Entrants", as defined below). By entering the Website, the person accessing the Website agrees to be bound by these terms and conditions. Further, all persons or entities entering the Bookmarks ("Entrants"), agree to these terms and conditions. A person that enters the Bookmarks on behalf of another person or entity hereby warrants their authority to do so. The Association reserves the right to request proof of such authority and to disqualify the Entrant if no proof is furnished. If a person does not agree to these terms and conditions, such person may not enter, view or make use of the Website or enter the Bookmarks.

The Association may from time to time amend these terms and conditions without notice to a User or Entrant. The User or Entrant's continued use of this Website or participation in the Bookmarks shall constitute their agreement to the amended terms and conditions.

2. THE BOOKMARKS

Rules of the Bookmarks: All entries for the Bookmarks ("Entries") are subject to the rules of the Bookmarks, as contained in these terms and conditions, any other applicable rules or terms and conditions on the Website and any amendment or update to any of the aforesaid. In the event of any contradiction between these terms and conditions and any other rules, terms or conditions on the Website, these terms and conditions will take precedence.

During the judging process, the decisions of the judges of the Bookmarks shall be final in regard to all matters or disputes relating to judging of entries and the awarding of awards. The decisions of the Board of Directors of the IAB and the Jury President of the Bookmarks shall be final regarding all matters or disputes that arise after the judging process has been concluded as well as all other matters that do not form part of the judging process, such as whether an Entrant is eligible to enter the Bookmarks, which category an Entry should fall in and whether an Entrant has complied with all entry terms and conditions.

ENTRY INTO THE BOOKMARKS:

Anyone involved in the creation, publishing or production of work (including directly from the brand, agency or production company) may enter work in the Bookmarks.

More provisions about the works that qualify for entry, the submission guidelines, and the applicable categories can be found under "How to Enter" on the Website.

The Entrant is responsible for obtaining any and all releases and consents necessary to permit the use and exhibition of the Entry and entered work for all purposes relating to the Bookmarks, the activities of the Association and as set out in these terms and conditions. The Association reserves the right to at any time request proof of such permissions. An Entry may be disqualified if such proof cannot be made available to the Association.

All Entries must be approved by the relevant client for whom they were produced and all necessary permissions must be obtained. In particular, the client for whom the work was created must consent to entry of the relevant work into the Bookmarks and for it to be used in accordance with these terms and conditions. An Entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consents have not been obtained.

The Association has the right to request written proof of the initial publication date, as well as written proof of all required permissions. On request by the Association, the Entrant must provide the Association with proof of such consent and the contact details of the relevant client's representative. The Entrant grants the Association permission to verify whether the permissions mentioned above have been obtained.

An Entrant must provide the Association with an entry confirmation form, in the form prescribed by the Association, signed by the Entrant's Chief Executive Officer, Executive Creative Director, Editor, Publisher or such other authorised representative as may be approved by the Association.

An Entry may also not be entered if the Association will be required to make any payment to any person or entity, including, without limitation, any collecting societies or holders of performer's rights, moral rights or any intellectual property rights.

An entrant may not enter any work or Entry into the Bookmarks if it:

- Infringes or violates the rights of any third party, including, without limitation, copyright, trademarks, patents, trade secrets, contractual licensing rights, privacy rights, moral rights or any other intellectual property rights;
- Violates any applicable local, provincial, national or international law or incorporates any content that would encourage or promote the violation of any law;
- Promotes or incites intimidation or harassment of any individuals or groups of individuals or discriminates against any individuals or groups of individuals;
- Contains pornographic or graphic sexual content, hateful content of any kind (such as sexism or racism) or promotes or incites violence or harm to any person or animal; or
- Is offensive, obscene or inappropriate.

Ineligibility: Any Entry that has infringed any of its country of origin's laws or voluntary or regulatory codes (including codes of advertising or practice) is not eligible. In the case of South African entries, any advertisements withdrawn or ruled against by the Advertising Standards Authority in terms of their Code of Advertising Practice or other relevant code are not eligible for entry. In the case of editorial content, any published material ruled against by the Press Ombud or the Press Council's Appeals Panel in terms of the Press Code are not eligible for entry. It is the responsibility of the entrant to notify the Association if the Entry has been ruled against or withdrawn, and to withdraw such work from the Bookmarks. If the Association has awarded an award ... in respect of an Entry which is or becomes ineligible, the Association may withdraw such an award. The Entrant shall ensure that all clearances in respect of the Entry have been obtained and shall provide proof thereof to the Association upon the Association's request.

Disqualification and Sanctions: The Association reserves the right to reject or disqualify an Entry as well as all other Entries of an Entrant if an Entry does not fully comply with the above provisions or any other provision of these terms and conditions or any other terms and conditions, criteria, guidelines or requirements relating to

Entries, as amended from time to time (collectively the "Collective Rules"). If one or more awards have been awarded to an Entrant and the Association determines that the Entrant did not comply with the one or more of the Collective Rules, the Association shall be entitled to withdraw all awards awarded to the Entrant, whether or not the Entrant's other Entries comply with the Collective Rules. In such an event, the Association may also impose additional sanctions on that Entrant, including, without limitation, the issue of a press statement, a prohibition on representatives of the Entrant serving as judges of the Bookmarks, a prohibition on the Entrant entering the Bookmarks for any period specified by the Association, and such other sanctions as may be determined by the Association in its discretion. The Association shall in its sole and absolute discretion be entitled to determine whether any Entry does not comply with one or more of the Collective Rules.

An Entrant may not tamper with this Website, interfere or tamper with or manipulate the judging or awards process or interfere with the independence of the judges in any manner. The Association reserves the right to disqualify any Entrant or Entry if the Association determines, in its sole and absolute discretion, that the Entrant has interfered or tampered with the entry, judging or awards process or has interfered with the independence of the judges.

License: By submitting an Entry into the Bookmarks, the Entrant grants the Association an irrevocable, perpetual, royalty free, non-exclusive, sub- licensable, unconditional and transferable license throughout the world to publish, reproduce, copy, transmit, broadcast, publicly perform, display, exhibit and/ or otherwise use or reuse the Entry and the Entrant's name, image, likeness, background and biographical material in any and all media, including, without limitation, any publication, advertisement, marketing or promotional material, print, digital or electronic media, the internet, any broadcast channel on the internet, audio and audio visual media and television or radio station in any manner for purposes of promoting Association and the Bookmarks, by any means by the Association. The Entrant also grants permission to the Association to show, copy or play the Entry at such times as the Association deems appropriate. The Association shall be entitled to make available for educational and reference purposes, including electronic publishing, any Entries. If any television or radio station agrees to telecast a news or other program related to Bookmarks or the Association, the Entrant agrees to obtain any permissions and to bear and pay for all talent or any other applicable charges incurred by inclusion of the Entry in the program, if required. The Entrant waives and shall procure the waiver of all moral rights vesting in or relating to the Entry. The Entrant waives and indemnifies the Association from any and all claims that may arise based on moral rights or unfair competition relating to the Association's use of the Entry.

Publicity: The Entrant grants the Association the right to use and announce the Entrant's name, voice, likeness, image and biographical data and any information relating to the Entry for promotional purposes relating to the Association or the Bookmarks in perpetuity, in any media and in any part of the world.

Warranties: By submitting an Entry the Entrant warrants that it is entitled to grant the license referred to above and that it has obtained all necessary permissions, usage rights and waivers of moral rights from all third parties who contributed to or commissioned the Entry or were otherwise involved in the entry or the production thereof, including without limitation the advertiser whose goods or services the Entry promotes, producers, directors, photographers, illustrators and performers, together with the owners of any trade or service marks or any other intellectual property, whether registered or not, which are included in or form part of the Entry. The Entrant also warrants that the credits and information in the Entry are true and correct and that publication and use of those credits and information will not infringe any moral or other rights of the Entrant or any third party.

Indemnity and Liability: The Entrant hereby indemnifies and holds harmless the Association, its sponsors and all entities and persons associated with the Bookmarks against any liability, claims, damages, costs (including legal fees and court costs expenses or penalties arising from or relating to any breach or alleged breach of the aforementioned representations and warranties by the Entrant or

use of the Entry by the Association. The Entrant agrees that Association shall not be liable for any loss, damage, injury, cost or expense arising from acts or omissions of Entrant, including but not limited to the payment of any money owed to interested third parties, and the Entrant hereby indemnifies the Association against all such losses, damage, injuries, costs and expenses.

The Association, the sponsors of the Bookmarks and all entities and persons related to the Bookmarks and their employees, officers, contractors, consultants and associates shall not be liable for and the Entrant hereby indemnifies and holds them harmless against any claim, liability, injury, cost (including legal fees), expense or penalty suffered or incurred by any person as a result of entering and participating in the Bookmarks or accepting or using any prize.

The Association and all persons and entities associated with the Bookmarks shall not be responsible to the Entrant for incorrect or inaccurate entry of information, human error, technical malfunction or if any Entry is submitted or received late, damaged, stolen, lost, incorrect, directed, undelivered, delayed or incomplete or does not reach the Association.

Judging: The outcome of the Bookmarks depends on the skill shown in Entries. There is no element of luck or chance involved in the awarding of awards. Not all entries will receive awards, and there may be no award given in some categories. The Association reserves the right not to award any award if the Company or the judges deem Entries to be of an insufficient standard.

Property of Entries: All documents, storage media and other material that accompany or forms part of an Entry or are submitted with it will become the sole property of the Association. The Association will not return any items entered or submitted to the Association and will not be responsible for any loss or destruction of or damage thereto of whatever nature. The Association shall be entitled to dispose of, destroy, store or exhibit all documents, storage media and other material forming part of or accompanying an Entry.

Right to Withdraw and Change Entries:

The Bookmarks reserves the right, in its sole discretion, to reject any Entry, or move any Entry to an alternative category.

No Refunds on Entries: Under no circumstances will refunds of any fees or costs relating to Entries or entry into the Bookmarks be issued to Entrants. The fees paid for Entries are intended to cover the costs of administration, processing and judging the Entries and preparing the awards. Tickets to IAB events (including but are not limited to the Digital Summit and the Bookmark Awards): No refunds will be given to ticket holders for any event. The Association may choose, at its sole discretion, to resell tickets on the behalf of the ticket holder and in this instance to refund the ticket holder, less an administration fee.

The Bookmarks Ceremony: The Association may make changes to the Bookmarks ceremony without prior notice, including changes to times. The ticket holder grants the Association and its agents an irrevocable, royalty free, non-exclusive license throughout the world to publish and use any imagery of the ticket holder acquired or taken during the Bookmarks ceremony, in any publication, advertisement, marketing or promotional material (including television or radio station news or other programs related to the Association or the Bookmarks), for the sole purpose of promoting the Association or the Bookmarks, by any means the Association chooses, including and without limitation print, electronic media and broadcast.

The Bookmarks reserves the right to make available for promotional, educational or reference purposes, including electronic publishing, any imagery of the ticket holder.

Use of Trademarks: All Entrants and Users agree not to use any of the trademarks, trade names and marks of whatever nature owned or used by the Association from time to time in relation to The Bookmarks or anything similar thereto (the "Trademarks") without the Association's prior written consent. Without limiting the generality of the aforesaid, no Entrant or User may, without the Association's prior written consent, use or refer to the Trademark "The Bookmark Awards" or "The Bookmarks" or anything similar thereto in relation to any event or party hosted or organised by the User or Entrant or include any of the Trademarks in the name of any such event or party. The User undertakes to ensure that all of its clients, associated companies, employees, consultants, contractors and agents comply with the aforesaid provisions.

3. ONLINE TRANSACTIONS

Payment options accepted: Payment may be made via Visa or Master Card credit cards or by bank transfer into the Association's bank account, the details of which are provided at the payment interface.

Credit card acquiring and security: Credit card transactions can be made for the Bookmarks by PayFast, which is the payment gateway for credit card payments. PayFast uses 3D Secure and a 3D Secure 2 as a layer of security which protects credit card users against unauthorised use. Users may go to <https://payfast.io/> for further information. The merchant outlet country at the time of presenting payment options to the cardholder is South Africa. The transaction Currency is ZAR (South African Rand). Alternatively, contact brittany@zuydam.co.za if you prefer to make payments via EFT.

Pricing: The price of any entry ("the Entry Fee") will be the price quoted on the Website in respect of any particular category. All Entry Fees shall only apply and be valid until the entry deadline stipulated in the Entry Guide on the Website.

4. GENERAL

Ownership of website and intellectual property: The Website is owned by the Association and the User acknowledges that the Association or its licensors are the proprietors of all intellectual property subsisting in, pertaining to or used on the Website, including, without limitation, copyright, Trademarks, patents, inventions, goodwill and trade secrets.

Website Use: The User may not, without the Association's written prior consent, use, reproduce, adapt, distribute, publish or in any other way deal or interfere with the intellectual property or the Website's contents. The user shall not infect the Website with viruses, worms, Trojan horses or any other code that has malicious, contaminating or destructive properties nor shall the user damage, interfere with or intercept any data or information contained on the Website. Access to this Website is made available for information purposes only. No content, information, statement or opinion on this Website should be construed as any kind of advice.

The Association reserves the right to make any changes to the Website and its content and/or services offered through the Website at any time and without notice. The Website may contain links to other websites. The Association has no control over such websites, does not review their content and will not be liable for their content or accuracy. The User accesses such websites at the User's own risk and discretion. The User may not link to this Website without the Association's prior written consent.

No Warranties or Liabilities: The Association makes no warranties, whether express or implied, in regard to the Website, its contents, accuracy or availability. Without limiting the aforesaid, the Association does not warrant that the Website or any files that may be downloaded from it are free of viruses, worms, Trojan horses or any other code that has malicious, contaminating or destructive properties. The User assumes all responsibility and risk for the use

of the Website. The Association shall not be liable for any loss, injury, damage, cost, penalty or claim resulting from the use of the Website, whether direct or indirect, and whether or not the Association has been advised of or has knowledge of the possibility of such loss, injury, damage, cost, penalty or claim. The User hereby indemnifies the Association and holds it harmless against any and all liability, loss, damage, penalty, cost or claim of whatsoever nature suffered by any third party in relation to any act or omission by the User in relation to the Website and the use thereof by the User, and/or arising from the provisions of these Terms and Conditions.

Country of Domicile: This Website is governed by the laws of South Africa and the Entrant, User and the Association submit to the non-exclusive jurisdiction of the South Gauteng High Court, Johannesburg. The Association chooses as its domicilium citandi et executandi for all purposes under this agreement, whether in respect of court process, notice, or other documents or communication of whatsoever nature, 95 Durham Avenue, Salt River, 7925 South Africa.

Variation: The Bookmarks may, in its sole discretion, change this agreement or any part thereof at any time without notice.

Disclaimer: The Bookmarks intends for the information and data contained in this Website to be accurate and reliable, however, since the information and data have been compiled by the Association from a variety of sources, it is provided "as is." The Association expressly disclaims all warranties and/or conditions, express or implied, as to any matter whatsoever relating to or referenced by the Website, including, but not limited to, the implied warranties and/or conditions of merchantability or satisfactory quality and fitness for a particular purpose and non-infringement.

5. COPYRIGHT

Copyright subsists in all works, material, information, images and media contained in or on this Website. All rights are reserved. No person may reproduce, distribute or modify this Website or any works, material, information, images or media contained in or on this website in whole or in part in any form or by any means without the prior written permission of the IAB. Unauthorised reproduction of anything contained in or on this Website will constitute copyright infringement and will make the infringer liable under both civil and criminal law.

6. PRIVACY POLICY

The IAB SA takes reasonable steps to protect the personal information of users. "Personal information" means information which identifies an individual.

To save you time and make our entry process even easier to use, some areas of the Website require you to register your personal information. Here's how it works: simply fill out a brief profile - your company/ agency/publication name, address, phone number, and the person overseeing the entry process email and phone number; then choose a password. The system saves your information. Next time you enter work into The Bookmarks, you can simply enter your user name and password - the system will automatically look up the information it needs. This reduces the need for you to continually input your details.

The Bookmarks may use your personal or other information to send you information that may be of interest to you, and from time to time will mail or email information to you about us, our products and services, or our partners and their products or services. If you do not wish to continue receiving this information you may contact us and we will remove you from our mailing list.

These Terms and Conditions were updated on 01 February 2024.

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.