

# Digital innovation top of mind as IAB Bookmark Awards entries increase 12%

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South Africa's premier digital marketing showcase, the IAB Bookmark Awards, continues to grow in both stature and popularity, as is evidenced by a record number of entries for this year's event, to be held at the Turbine Hall in Newtown, Johannesburg on 3 March 2016.



"We are delighted with both the quantity and the quality of the entrants to this year's event," says Josephine Buys, CEO of IAB SA. "Despite the fact that entrants had a shorter time in which to submit their entries than last year, the number of entries increased by over 12% year-on-year. This highlights the importance brands are placing on digital marketing to reach their consumers."

"Before entries for the 2016 Bookmarks opened, we embarked on a consultation process with all industry stakeholders to revisit the entry categories and sub-categories. This process resulted in extensive changes to the structure of the awards, adjusting to the dynamic nature of digital marketing and ensuring that the awards remain topical, representative, and inclusive."

According to recent Effective Measure statistics, close to 37 million unique browsers access the Internet on their PCs and mobile devices in South Africa every month. In this vast market, there are untold opportunities, but also the challenge to stand out from the rest and engage the right target audience. The ones who succeed in this endeavour are the ones who the Bookmarks seek to acknowledge.

"The IAB Digital Summit and Bookmark Awards encourage international best practice within the local industry, which ensures that South Africa remains relevant and competitive in terms of digital marketing."

"We are excited about the amount of support we have received from the industry this year, both in terms of the IAB Digital Summit and the Bookmark Awards. We look forward to hosting two successful events, which bring together local and international thought leaders in the industry, and which we believe will be of real value to each and every person who attends," says Buys.

*The deadline for early-bird Summit tickets is 31 January, and tickets are selling fast. Book now to avoid disappointment: <http://iabsa.net/digitalsummit/>.*

*For more information on the IAB SA Bookmark Awards, or ticket bookings, visit: <http://iabsa.net/bookmarks/>.*

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