

Bookmarks 2018 embraces digital industry change

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The Bookmark Awards 2018 is introducing new categories in line with the changes and evolution in the sector over the past year. Technology is playing a key role in driving change in the industry and continues to play an increasingly integral part in all aspects of the business environment.

As The Bookmark Awards enters its 10th anniversary, in addition to introducing a number of new categories, IAB SA is also expanding on existing categories to accommodate growth in those areas.

"We are expecting to see some great entries this year in the emerging technology space as video, AI and IoT remain hot topics in the media and in business," says Jerry Mpufane, Jury President, The Bookmark Awards 2018.

Interactive digital media is overtaking traditional media and only those agencies and brands that are constantly embracing these changes and additions to the digital media environment will survive and thrive.

The consumption habits of the consumer today are resulting in more video being consumed as more content becomes available. In addition, AI and IoT are increasingly a factor when planning marketing strategies.

"With millennials having a strong influence on how brands are getting into the hearts and minds of the consumer, interaction and engagement are key to any marketing strategy. Consumers are relying more and more on the opinions of their peers and influencers when it comes to making a decision on products and brands. As a result we are seeing an increase in CRM and Loyalty programmes, with Gamification providing the interaction with brands to achieve engagement and top of mind awareness in a very cluttered digital media space," adds Mpufane.

Gaming is another category to watch as it explodes both globally and locally. eGaming as a sport is taking the world by storm and it is expected to become one of The Bookmark Awards' fastest-growing categories.

"Our target audiences are the most sophisticated consumers of information in recent history. They choose what and when they engage with brand messages. Getting their attention, and keeping them engaged is the Holy Grail," says Mpufane.

Entries for the Bookmark Awards 2018 close on the 3 November 2017. The finalists will be announced in the new year, with the ceremony taking place on 1 March 2018 at The Empire Venue, Parktown, Johannesburg.

The full list of categories for 2018 is available at thebookmarks.co.za.

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