

Bookmarks build credibility with focus on campaign results

 By Herman Manson: @marklives

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The annual Bookmark Awards, which awards digital marketing and publishing excellence, seems to have started finding its feet on the local awards circuit. It has grown from 120 entries at its launch in 2008 to 229 in 2009 and finally reached the 400 mark in 2010. It has also become known for its uncompromising stand against giving out awards just for the sake of it.



Nikki Cockcroft, chairperson of the Bookmarks awards and deputy-chair of the Digital Media and Marketing Association (DMMA), formerly the OPA, says that the Bookmarks are increasingly being recognised as a credible and hard-to-win award. Last year no Golds were given out at the awards, and so far no agency has won a Grand Prix in course of its existence. With its focus on measurability and results (which counts towards 40% of the final score), pretty pictures won't win you one of these.

It's not about running an ad in the *Benoni Times* to meet entry requirements, says Cockcroft, it's about delivery. As such, the Bookmarks didn't try to benchmark its judging criteria against local award shows but opted to look at international best practice instead. Finally, an awards show clients get to love.

Reached all touch points

Cockcroft says the awards' organisers, all volunteers, are comfortable that it has reached all the touch points possible in the broader digital industry. The challenge now lies in extending the reach of the award to a broader audience. This will be central to planning for next year's awards.

The Bookmarks received 270 paid entries this year across both agency and publisher categories. Another 132 entries were nominations for individual or team contributions to digital media and marketing. Cockcroft says entries were received from 42 agencies and 32 publishers (according to its website, the DMMA, the industry organisation that launched the awards, currently represents over 55 local online publishers and over 45 creative, media and digital agencies). Cockcroft confirms that a number of traditional agencies entered work this year and the list of finalists tally names such as Ogilvy, Net#work BBDO and Drafftcb.

The focus of the Bookmarks is entirely digital-focused and its Best Integrated Campaign category, which also claimed the most entries this year, aims to award campaigns that bring together as many of the "seven elements of digital marketing" as might be relevant to them. says Cockcroft. The seven elements are display, search, social, viral, email, video and web.

The Best Social Media Campaign category received the second highest number of entries. Two years ago, this category did not even exist at the inaugural Bookmarks.

Judging by two panels

Judging is done by two panels, one for the agency category and one for the publishing category, and each consists of five local judges and one international judge plus a jury chair.

This year, the publishing panel was chaired by *AdVantage* editor Louise Marsland and consisted of Suhela Gremmel (ADTECH AG, Germany), JP Farinha (GM designate for Property24), Chris Roper (editor, Mail & Guardian Online), Matthew Buckland (publisher, Memeburn), Timothy Spira (CEO of FinMedia24) and Hélène Lindsay (marketing, Brite Blue).

The agency panel consists of jury chair Jack Kruger (head of digital, Old Mutual), Chris Colborn (chief experience officer,

R/GA), Matt Ross (executive creative director, Tribal DDB), Anton Moulder (creative director, Urban), Evan Milton (strategy director, Native), Dylan Jones (creative director, Futurestate) and Scott Gray (client strategy director, Quirk eMarketing).

Initial judging is done offsite via the Internet. Results are weighed based on specific criteria and the judges' score gets tallied to complete a shortlist. The second round sees the jury meeting and discussing the finalists before voting takes place anonymously. Winners will be announced Thursday, 18 November 2010.

Not endorsed by Creative Circle

Interestingly, the Bookmarks have not been endorsed by the Creative Circle, even though the DMMA and the Creative Circle oversee a quarterly Digital Ad of the Month award (its ad of the month, just quarterly, hmmm). Winners receive automatic entry into the Bookmarks. Cockcroft says this is because the Bookmarks are results-focused, but then I thought all advertising was.

If you are going to be an awards show, being like the Bookmarks doesn't seem such a bad idea. No wonder it's increasingly rated amongst the creative and the business communities alike.

Category	Finalists
Best Website	Aqua Online - Gautrain
Best Website	Stonewall+ - Tribute Website
Best Website	Clickthinking - Don't Be A Passenger
Best Website	HelloComputer - Musica - A World Awaits Website
Best Website	Stonewall+ - General Motors South Africa Website
Best e-Commerce Website	Yuppiechef (internal) - Yuppiechef.co.za
Best Campaign/Microsite	Draftfcb Mesh - Nowology - Hosted Services
Best Campaign/Microsite	Ogilvy Interactive - Goodbye City
Best Campaign/Microsite	Stonewall+ - Hot New Spark (microsite)
Best Campaign/Microsite	Stonewall+ - Chevrolet Warriors - Boot Camp Cricket Game
Best Campaign/Microsite	Gloo Digital Design - SAT 2010
Best Mobile Site	Prezence Digital - Standard Bank Student Loan
Best Mobile Site	Trigger Isobar - Nike Football Mxit Group
Best Mobile Site	Thumbtribe Mobile Solutions - Freetracks
Best Mobile Site	Liquorice - What's For Dinner
Best Mobile App	Turner Commercial Productions & Creative
Best Mobile App	Spark - My South Africa
Best Mobile App	Cow Africa - Temper
Best Email Marketing Campaign	Draftfcb Mesh - Catch Your Friends Out
Best Display: Rich Media (creative & media plan)	Gloo Digital Design - text reveal
Best Display: Rich Media (creative & media plan)	Aqua Online - Gautrain
Best Display: Rich Media (creative & media plan)	Gloo Digital Design - night vision
Best Display: Rich Media (creative & media plan)	Gloo Digital Design - camera
Best Display: Rich Media (creative & media plan)	Gloo Digital Design & Net#work BBDO Cape Town - MSN site take over
Best Display: Standard Media (creative & media plan)	No Finalist
Best Mobile Display Advertisement	No Finalist
Best Paid Search Campaign	Clicks2Customers - EziBuy
Best Organic Search Campaign	SynergizeIT - Drive Africa Organic
Best Social Media Campaign	Habari Group - Tops & Tales
Best Social Media Campaign	Gloo Digital Design - love birds
Best Social Media Campaign	Liquorice - Liquorice I like Loeries
Best Social Media Campaign	Popimedia - I Love Zain Africa Challenge
Best Social Media Campaign	Clickthinking - I am a Stormer
Best Integrated Campaign (combining a minimum of 3 elements of the digital marketing mix)	Trigger Isobar - Nike Football
Best Integrated Campaign (combining a minimum of 3 elements of the digital marketing mix)	LM&P - Lynne Mackenzie & Partners - 15 Seconds

Best Integrated Campaign (combining a minimum of 3 elements of the digital marketing mix)	Gloo Digital Design - SAT 2010 campaign
Best Integrated Campaign (combining a minimum of 3 elements of the digital marketing mix)	Stonewall+ / Lighthouse Digital - IS Campaign
Best Integrated Campaign (combining a minimum of 3 elements of the digital marketing mix)	Ogilvy Interactive - Goodbye City
Best Integrated Campaign (combining a minimum of 3 elements of the digital marketing mix)	Aqua Online - Gautrain Consolidated
Best Online Video	"Both Worlds - ""Chicken to Change"
Best Online Video	Clickthinking - Don't Be A Passenger - 4 Minutes
Best Online Video	Clickthinking - Vodacom Couch
Best Online Video	Gloo Digital Design - magic moments fc
Best Viral Campaign	Quirk eMarketing - Mzan.si URL Shortener
Best Viral Campaign	Yuppiechef (internal) - Woolies Lovebirds Ransom
Best Viral Campaign	Gloo Digital Design - love equals football blog
Best Viral Campaign	HelloComputer - Continental - Power of Stop
Best Viral Campaign	Gloo Digital Design & Black River FC - 6 Colours
Best Media Plan	Acceleration Media - Smirnoff Experience 2010
Best Media Plan	Cow Africa - The Grid Nigeria: Launch and User Acquisition Strategy
Best Media Plan	UM Connect powered by Lighthouse Digital - Microsoft Visual Studio
Best Media Plan	digiVOX - BMW 5 Series

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