

Bookmark Awards submissions close in ten days

Entries for the 2015 IAB Bookmark Awards closes on Monday 30 November 2015. The awards have undergone a revamp to reflect the dynamic nature of the digital space.



"With the restructure, we wanted to achieve two goals," says Fred Roed, Head of IAB SA's Agency Council. "Firstly, we wanted a structure that promotes ease of use for our entrants. Secondly, we wanted an awards structure that provides those in need of a digital marketing solution with an instant snapshot of the best people in a particular field."

"The restructure is the result of taking the lessons learnt from this year's event and engaging in extensive shareholder negotiations. The outcome is an increase in subcategories from 52 to 64, but a decrease in categories from 11 to eight. Given that this year attracted a record number of entries, which we expect to beat next year, it was important that the huge number of entrants could find their niche category with ease."

Subcategories that are sure to attract a host of entries are Search Marketing (now split into Organic Search Marketing and Paid Search Marketing), Microsites, and Branded Content.

Those who have not yet done so can submit their entries at <http://iabsa.net/bookmarks/>. The 2016 awards ceremony will take place on 3 March 2016 from 7pm at the Turbine Hall in Newtown, Johannesburg. For the full list of the categories and subcategories, [click here](#).

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