



# Bookmarks open for entries

The 2010 [Bookmarks Awards](#) have 43 categories compared to just 15 in 2009, a reflection of the growth in the size and stature of both the awards and the online industry. The awards, endorsed by the [Digital Media and Marketing Association](#) (DMMA), will take place in Cape Town on 18 November 2010. Entries close on 15 October.



The awards are open for entries from local agencies, publishers and individuals who have performed outstanding work in the digital space during the course of the past year. Now in its third year, the awards are dedicated to celebrating all that is digital. It was initiated by the DMMA to strengthen the profile of digital in South Africa and benchmark local talent against international standards while educating and impassioning the industry as a whole.

Says Nikki Cockroft, chairperson of the Bookmarks awards and deputy-chair of the DMMA, "This year, we have used the feedback we received in the previous two years of the awards to refine the categories and criteria, ensuring that the awards cater for the entire digital industry in South Africa.

"As always, we have especially focused on performance and metrics in our evaluation criteria in recognition of the fact that measurability is the key factor that sets digital apart from traditional media."

## Categories

The awards will recognise excellence at a publisher or agency, team, and individual level with a wide range of categories to accommodate every digital media and marketing discipline. The 2010 awards include a far wider range of team and individual categories than earlier years.

The Awards are split into three categories: Agencies, Publishers and Greatest Individual Contribution to Digital Media and Marketing. The first two categories will each have their own panel of representative judges who appreciate the respective needs and challenges of each discipline, together with the necessary acumen and experience to assess the entries. The 'Greatest Individual Contribution' nominations will first be short-listed by the public, after which the judges will make the final call.

Go to [www.thebookmarks.co.za](http://www.thebookmarks.co.za) to view categories and criteria.

