

The OPA announces the launch of The Bookmarks

Issued by [IAB South Africa](#)

3 Sep 2008

The Online Publishers Association, South Africa's independent representative body for online publishers, in association with Lowe Bull, announces the launch of The Bookmarks.

The Bookmarks is an award engineered to benchmark the best in creative digital media, whilst educating and encouraging South African agencies, designers and clients as to the benefits and possibilities inherent in online advertising.

Fernando Romano, the internationally renowned Executive Creative Director for JWT London, has been secured as one of the judges for this year's inaugural awards. Fernando has won numerous Cyber Lions as well as the illustrious Lion Grand Prix from Cannes and her impressive international experience in digital advertising, combined with her illustrious experience in Brazil, The United States and most recently, the United Kingdom, gives her a unique and authoritative perspective.

Categories for The Bookmarks include; Best Site, Best Microsite, Best Online Advertising, Best Media Plan, Best Execution of Mobile Advertising, and an individual award for the Greatest Contribution to Online Media.

The Bookmarks will provide a platform to promote digital media in South Africa, further integrating it into the general marketing mix, whilst creating a better understanding of digital media within our general society.

For more information contact Theresa Vitale at 011 454 3534, or email her on .

- **Urgent: Shape the future of South African digital marketing** 30 Apr 2024
- **Be part of this year's IAB South Africa Internet Advertising Revenue Report** 1 Mar 2024
- **IAB South Africa Bookmark Awards 2024 early bird entry extension** 28 Feb 2024
- **IAB SA's new white paper: A roadmap for influencer marketing** 21 Feb 2024
- **Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event** 21 Jul 2022

[IAB South Africa](#)



The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital media and marketing industry within South Africa.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>