

The Creative Circle launches quarterly digital awards in association with the DMMA

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The Creative Circle is set to launch a quarterly digital awards series, judged in association with leading industry experts from the Digital Media and Marketing Association (DMMA).



"This is a significant development and one which we believe will be embraced by digital agencies across the country," says Pete Case, Head of Creative for the DMMA and Exco board member of the Creative Circle.

"The Creative Circle has been honouring creative advertising excellence for the last 20 years and is highly regarded by the South African creative community. The introduction of digital categories into these quarterly awards elevates the digital medium to its rightful place alongside other advertising channels such as TV, radio and print," Case says.

Ben Wagner, Head of Agencies for the DMMA has also been instrumental in establishing the awards and spearheading the association between the two parties, "This is a great win for digital and we believe it signifies a huge step forward for the industry as a whole. It also provides marketers, media and educational institutions an accurate view of ongoing, relevant case material as well as promoting agencies that excel."

By paying regular tribute to digital creative the Creative Circle, together with the DMMA, hopes to nurture innovation, creativity and up the standards of digital design universally.

Chairman of the Creative Circle, Brett Morris, is in full support of the quarterly digital awards category, "It's great to see the growth of this sector which is such an important part of the creative mix. The more we can recognise and reward great digital work, the more we can set the standard for world-class integrated creative thinking."

The categories for the Creative Circle quarterly digital awards include:

Online Advertising

Website

Mobile advertising

Social Media

Results of the awards will be published by the Creative Circle every quarter. Winners will automatically become finalists in the annual Bookmarks awards, and stand in line to win the coveted Creative Circle Ad of the Year award.

All DMMA members will automatically become associate members of the Creative Circle and be eligible to enter at a fee of R150 per entry.

The collaborative judging panel will be made up of creatives from some of the most awarded digital agencies, as well as a Creative Circle representative.

The DMMA judging panel consists of:

Alex van Tonder / Plus One / Mnemonic / King James

Andrea Mitchell / DigiVOX

Andy Ellis / Stonewall+

Anton Moulder / Urbian

Dylan McLean / Aqua Online
Emma Carpenter/ Quirk
Mark Tomlinson / HelloComputer
Nic Wittenberg / Ogilvy
Pete Case / Gloom

The first quarter will run from April to end June 2010.

For more information on these awards please contact .
Or call Theresa Vitale on 011 4543534.

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