

SA's online industry lives up to Bookmarks' tough standards

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The Bookmarks awards, hosted in Cape Town on 18 November, celebrated the strength and growth of the country's online industry by naming a range of outstanding winners for 2010 across its fiercely contested categories.

Judging was based on stringent criteria and both panels agreed that the more than 400 submissions comprised sufficient world-class entries to hand out a range of awards across both the agency and publisher categories.

An indication of the dramatic jump in the quality of the 2010 entries was the fact that the judges awarded six Gold Pixels in the publisher categories this year, compared to none in 2009. Furthermore, 17 Silver Pixels, 14 Bronze Pixels, two Best in Show (Agency) and 10 Individual and Team Awards were awarded across all publishers and agency categories.

"We have very strict criteria for granting a Gold Pixel - it is an extremely prestigious and elite award reserved for only the very best work," says Nikki Cockcroft, chairperson of the Bookmarks awards and deputy-chair of the Digital Media and Marketing Association (DMMA), which organises the awards.

"The fact that our judges awarded six Gold Pixels is testament to the fact that we now have many players in the South African digital landscape that can compete on an international level. We also hold our Silver and Bronze award winners to very high standards so all agencies and publishers that walked away with awards last week can be very proud of their achievements."

Within the agency categories, Pixels were awarded based on the following key criteria:

- Results/campaign success (accounted for 40% of the total score in most categories)
- Aesthetics (not applied within the search marketing categories)
- Creative and intelligent use of technology and creative idea
- Verifiable results data
- Winning testimonial from clients

In the publishing categories, key evaluation criteria included:

- Had the site seen meaningful growth?
- To what extent were the key objectives met?
- Did the site deliver on commercial, aesthetic, content and usability principles?
- Most importantly, could it compete with peer sites internationally?

Each finalist was judged against the relevant criteria in that category. If the standard of entries in a particular category wasn't high enough, no awards were handed out for that category.

News24.com was one of the Gold Pixel winners in the "Best Publishing Site" category of the 2010 Bookmarks awards. It was granted a silver medal at the awards evening because of an administrative error during the consolidation of the awards. The publishing judging panel awarded the Gold Pixel based on true excellence in digital publishing with News24.com receiving the highest publisher scores in the category criteria.

"We would like to apologise for the error and congratulate News24.com on winning a well-deserved Gold Pixel," concludes Cockcroft.

[BBC](#), [ADTECH](#) and [Facebook](#) were the 2010 Bookmarks premier sponsors. For all the 2010 Bookmarks awards information, visit www.thebookmarks.co.za.

FINAL 2010 BOOKMARKS WINNERS LIST

Agency Winners			
Best Website (SPONSOR: The Spacestation)			
Bronze	Clickthinking	Don't be a Passenger	
Best e-Commerce Website (SPONSOR: Avusa Media Live)			
Bronze	Yuppiechef		
Best Campaign / Microsite (SPONSOR: Kuier)			
Bronze	Drafftcb Mesh	Nowology	Hosted Services
Bronze	Stonewall+	Hot New Spark	
Silver	Ogilvy Interactive & HelloComputer	Goodbye Citi	
Best Mobile Site (SPONSOR: YOU)			
Bronze		Prezence Digital	Standard Bank Student Loan Application
Silver	Trigger Isobar	Nike Football Mxit Group	
Best Display: Rich Media (SPONSOR: digitalmark)			
Bronze	Aqua Online	Gautrain	
Silver	Gloo Digital Design	Night Vision	
Silver	Gloo Digital Design	Camera	
Best Paid Search Campaign			
Silver	Clicks2Customers	EziBuy	
Best Social Media Campaign (SPONSOR: Huisgenoot)			
Bronze	Clickthinking	I am a Stormer	
Bronze	Gloo Digital Design	Love Birds	
Best Integrated Campaign (SPONSOR: Drum)			
Silver	Ogilvy Interactive	Goodbye Citi	
Silver	Trigger Isobar	Nike Football Integrated Campaign	
Best Online Video (SPONSOR: MSN)			
Bronze	Both Worlds	"Chicken to Change"	
Silver	Clickthinking	Vodacom Couch Call	
Best Viral Campaign			
Silver	Yuppiechef	Woolies Lovebirds Ransom	
Best of Agency Show			
Ogilvy Interactive	Goodbye Citi	Best Integrated	
Clicks2Customers	EziBuy	Best Paid Search Campaign	

No awards were awarded in the following categories:

- Best Mobile App
- Best Email Marketing Campaign
- Best Mobile Display
- Best Organic Search Campaign
- Best Display Standard Media
- Best Media Plan

Publisher Winners

Website launch		
Bronze	Creative Spark	memeburn.com
Silver	New Media	Tastemag.co.za
Publishing site		
Bronze	FinMedia24	Fin24.com
Bronze	24.com	Sport24.co.za
Silver	24.com	Food24.com
Silver	24.com	News24.com
Specialist Digital Publisher (SPONSOR: BDFM)		
Silver	Creative Spark	memeburn.com
Gold	FinMedia24	Miningmx
Mixed-Media Project (SPONSOR: The Nielsen Company)		
Bronze	Dstv Online	SuperSport.com
Silver	24.com	News24 Digital News Brand
Gold	Dstv Online	Big Brother Africa All Stars
Mobile Publisher		
Silver	Dstv Online	SuperSport.mobi
Silver	24.com	News24 Mobile
Microsite		
Silver	Mail & Guardian	2010 microsite
Gold	Mail & Guardian	Madiba Tribute Site
Use of Video/Audio (incl. podcasts) (SPONSOR: DstvO)		
Gold	Cambrient	The Digital Edge
Gold	Both Worlds	ZANEWS
Blog Award		
Bronze	FinMedia24	Marc Ashton
Silver	Jaundiced Eye Media	thoughtleader.co.za/williamsaundersonmeyer

Individual and Team Awards

Individual Agency Awards		
Best Social Media Marketer		
Scott Gray	Quirk	
Best Paid Search Marketer		
Michele Clark	Clicks2Customers	
Best Display Marketer (SPONSOR: The Spacestation)		
Andre Britz	Quirk	
Best Student (SPONSOR: Investec)		
Yannick Pian	Red & Yellow	Website for Lucky Star Pilchards

* No awards in other Individual categories

Individual and Team Publisher Awards		
Editorial team		
The Daily Maverick		
Digital Advertising Sales team (SPONSOR: Isobar)		
Habari Media		
Digital Editorial Individual		
David McKay - Fin24.com		
Best Agency & Best Client		
Best Client		

Pick 'n Pay
Best Agency (SPONSOR: tvplus)
Clicks2Customers
Greatest Individual Contribution to Digital Media & Marketing (SPONSOR: 24.com)
Adrian Hewlett - Habari

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