

The Bookmark Awards announces entry submission extension

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The IAB SA announced today that the deadline for submissions to the prestigious Bookmark Awards would be extended from 15 November 2015 to 30 November 2015, providing entrants with a further opportunity to present their work at the country's premier digital marketing showcase.

"We have already received a large amount of entries, but we have also received a number of requests for a deadline extension. We understand that November is much of the industry's pitch season, so we have decided to give entrants a weekend and let them come back on Monday with fresh minds to create their best entries," says Josephine Buys, CEO of the IAB SA. "The submissions received so far are of an exceptionally high quality, and we are confident that by providing this additional time we will see the highest quality submissions to the Bookmark Awards yet."



The annual IAB SA Bookmark Awards reward excellence in the local digital space. Trophies are awarded across eight categories that provide an inclusive overview of the best work, as determined by a team of expert local and international judges. Next year's event will be held at the Turbine Hall in Newtown, Johannesburg, on 3 March 2016.

Those who still wish to enter can do so on the IAB SA's website, which provides an easy, step-by-step online submission portal. Each entry must be accompanied by two documents, a one-pager that will be used for filtering purposes during judging, and a results document to prove the success achieved. The online system allows an entry to be created, saved, and edited multiple times before being submitted.

Those who have not yet done so can submit their entries at <http://iabsa.net/bookmarks/>

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