

Entries open for the 2013 Bookmarks Awards

Entries for the 2013 Bookmark Awards are now open and close for entries on 15 September. The shortlist will be announced on 24 October, with the awards ceremony taking place at the Artscape Theatre in Cape Town, on 14 November.



Four clusters, multiple categories

Entries are judged across multiple categories within four clusters:

- *Core Awards:* The focus is on the external user experience. This category awards excellence in the production of, and results attained by, digital work. This includes websites, microsites, mobisites, advertising, search, social media, apps and tools, games, video and audio, branded content and mixed media. R750 per entry.
- *Craft Awards:* These reward excellence in digital execution - editorial; interface, design and navigation; graphic design, illustration and animation; music and sound design; and tech innovation. R500 per entry.
- *Individual & Team Awards:* A chance to celebrate the people and teams that raise the bar across the spectrum: editorial, advertising, creative, media (planning and social marketing), search marketing, content and intern/student. Free by nomination.
- *Special Honours:* The highest accolades of the night go to the individuals and businesses that are leading the industry; including Best Agency, Best Publisher and Best Individual Contribution to Digital. R750 per entry.

Nikki Cockcroft, chair of the Bookmarks, says, "We have deliberately kept the entry fees low to ensure the awards are accessible to all. There is much good work being done by smaller agencies, and we do not want the cost to prevent these companies from competing.

"We have also seen great work from brands this year and many are not aware that the awards are also open to entries from brands. We'd like to encourage the digital teams in these companies to submit their amazing campaigns."

Adding brand value

The Bookmarks is distinctive in its focus on 'measurable performance', in addition to creativity and execution. Entries need to demonstrate how the concept and delivery added value to the brand - from building awareness to financial return on investment; from changing behaviour to increasing engagement.

"The Bookmarks Awards recognise results. No matter how brilliant the creative is, it has no value unless it met a strategic objective. One tip we would like to give applicants is to read the criteria thoroughly, and ensure that the submission aligns to the category brief. Study the percentages attached to the various criteria and compile the entry accordingly," she concludes.

For more information on how to enter, go to www.thebookmarks.co.za.

For more:

- Bizcommunity Special Section: [The Bookmarks](#)
- Bizcommunity search: [Bookmarks](#)
- Bookmarks: <http://www.thebookmarks.co.za/>
- Facebook: [The Bookmarks page](#)

- Twitter: [@TheBookmarks](#)
- Twitter Search: [Bookmarks2013](#)
- Google News Search: [The Bookmarks 2013](#)

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