

Entries officially open for 2022 Bookmark Awards

The 14th annual Bookmark Awards South Africa entries have officially opened.



The Awards celebrate innovation, creativity and effectiveness within the digital media and marketing industry, and assume the key priorities of the IAB. These including placing users first, creating and maintaining a consistent approach to measurement, transforming the industry from within and providing trustworthy digital supply chains.

Categories

This year's eight Awards' categories include:

- Platforms
- Communities
- Channels
- Emerging Technologies & Channels
- Publishing
- Campaign
- Craft Awards
- Special Honours

Each category is furthermore weighted against three sets of criteria, namely:

- Creative excellence.
- Innovation and technical accomplishment.
- Meeting or exceeding business goals and results.

Changes to Publishing category

In its continued efforts to move the industry forward, IAB South Africa has made some changes to the Publishing category to align with the organisation's mandate to empower the media and marketing industry to thrive in the digital economy.

Publishing, therefore, is moving away from awards based only on the editorial value of online publisher products (websites,

articles and video content) to include more aspects aligned with IAB SA's core focus areas, namely, advertising, marketing and related digital publishing.

Early bird discount

Any entry completed and paid until Thursday, 31 March 2022 will receive a 10% Early Bird discount. Thereafter, normal rates will apply as per the outlined award fees for 2022. Entries submitted past the entry deadline will be subject to a 10% late penalty fee. Late fees are applicable from Sunday, 1 May until Monday, 9 May 2022.

The awards ceremony is set to take place on Thursday, 28 July.

To enter this year's awards, please click [here](#)

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