

Bookmark Awards 2016 entry series: Channels

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With the deadline for entries to the prestigious IAB SA Bookmark Awards extended to 30 November, digital marketers have one last opportunity to enter and do battle for the industry's most coveted awards across eight categories, of which the Channels category is one.

The Bookmark Awards celebrate the country's most creative and high-impact digital executions and rewards excellence in digital advertising and publishing work, benchmarked against the highest international standards.

"The Channels category is important because it serves two purposes," says Fred Roed, Head of IAB SA's Agency Council. "Firstly, it rewards those who find creative ways to exploit the opportunities prevalent in each communication channel, where others may only see constraints. Secondly, it serves to communicate to others in the industry the importance of a multi-pronged, cross-channel approach to digital marketing, and the possibilities that it can unlock."

The Channels category comprises the following subcategories:

- **Paid Search Marketing**
PPC or other use of search marketing to achieve campaign goals.
- **Organic Search Marketing**
SEO and other organic search marketing techniques to achieve campaign goals.
- **Display Advertising**
Banners, page take-overs and any similar mechanics in the bought-media space. Think any banner on any homepage near you.
- **Native Advertising**
Advertiser-sponsored publisher-carried content designed to market a product or service through content development. Think [Vice Media](#).
- **Branded Content**
Content developed or supported by a brand to advertise a product or service where the content remains the hero. Think [Aston Martin](#) in James Bond.
- **Social Paid Advertising**
Campaign run through bought media on social media platforms. Think your favourite clever Facebook campaign.
- **Innovative use of Media**
Demonstrable innovation in digital media placement or buying. Think [Bud Light on Tinder](#).
- **Use of an IAB Rising Stars Ad Unit**
Specific use of an IAB Rising Stars ad unit to achieve greater engagement with an audience.
- **Email**
Use of email in a marketing campaign or to achieve campaign success. Think [Obama 2008](#).
- **Rich Media Advertising for Mobile**

Mobile advertising that pushes the boundaries beyond the illegible banner ad.

"The Channels category presents prospective entrants with the opportunity to evaluate the individual components of their campaigns," says Roed. "In addition to entering their overall campaigns in other categories, the Channels category allows entrants to enter the most successful components of campaigns individually."

The absolute final deadline for entries is Monday, 30 November 2015. Those who have not yet done so can submit their entries at <http://iabsa.net/bookmarks/>

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