

Entries open for the IAB SA 2016 Bookmark Awards

After inviting the industry to comment on the revised entry categories for the 2016 Bookmark Awards and finalising the categories earlier this month, the Awards are now open for entries and close on 15 November 2015.



The Bookmark Awards rewards excellence in digital advertising and publishing work, benchmarked against international standards. The awards bring together forward-thinking, digitally savvy ad agencies, brands and publishers to celebrate South Africa's most creative and high-impact digital executions.

"This year, some revisions were made to the categories and sub-categories. This was based on feedback we received after the awards in March and industry comment we received earlier this month. This is set to encourage increased participation from the industry following the record number of entries we received in 2015," says Jarred Cinman,

Chairperson of the IAB SA.

Featuring eight main categories and 55 subcategories, the awards recognise excellence in Platforms, Community, Channels, Emerging Digital Technologies, Publishing, Campaigns, Craft Awards for Teams and Individuals, and Special Honours.

"As the digital medium continues to evolve, the amount of creativity needed for a successful campaign is required to increase. As an industry body, we recognise the hard work that goes into building successful digital campaigns and look forward to receiving the entries for the 2016 awards," says Jarred.

Entries may be submitted online at <http://iabsa.net/bookmarks/>.

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