

Bookmark Awards 2016 entry series: Campaign

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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 Campaign 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.

"Digital campaigns have become one of the standout attributes of a strong digital marketing strategy," says Fred Roed, Head of IAB SA's Agency Council. "Because of the interactive element offered by digital platforms, the possibilities far exceed those offered by physical campaigns. The success of campaigns, with a clear beginning and end, are also easy to measure, to give clients an exact indication of the return on their investment."

The Campaign category comprises the following subcategories:

- **Digital Strategy**
Excellence in digital strategic thinking and planning. The winner will demonstrate the ingenuity of the strategy (NOT the work) and how it led to success.
- **Content Strategy**
Excellence in the strategy behind a content execution - not the content itself.
- **Digital Campaign**
Excellence in digital marketing campaign using one primary digital channel (not multi-channel).
- **Mobile Campaign**
Campaign run primarily through mobile channels.
- **Data-driven campaign**
Marketing campaign that has used data in an interesting, groundbreaking way in achieving its success.
- **Integrated Multi-platform Campaign**

Campaign that uses 3+ digital channels to achieve a marketing goal. Think [Be The Coach](#).

"We understand that collecting all the relevant information on a campaign can be no small task, which is why we have moved the deadline," says Roed. "The online entry form is also set up in such a way that entrants do not have to fill in the entire form at once, but can add and delete elements and information online until it is ready for submission. You can log back into the system at any stage after payment to review your entries in the Manage Entries section. You will be able to add and finalise media and print out any forms, labels and invoices as well as edit credits and descriptions until the closing date."

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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