

# Digital evolution starts with content

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While digital excellence is usually associated with technical innovation, content is the real differentiator between a successful or unsuccessful digital campaign. As agencies, marketers and publishers put together their submissions before the final IAB SA Bookmarks 2017 deadline of 25 November, an understanding of content is more relevant than ever.



IAB SA CEO, Josephine Buys says, “In South Africa, we have reached an interesting crossroads rich in opportunity. Audiences no longer want to passively receive messages from brands. They want to brands to engage with them and add real value to their lives.”

Conversely, the IAB SA’s oldest press and print partners are experiencing challenges. As journalists of all disciplines face a possible shift in their careers, the digital industry is hungry for great storytellers. With content being such an integral part of the mix, digital advertising needs to evolve in such a way that online teams are able to monetise their business and keep creating great content.

The Bookmarks has categories such as User-Generated Content and Branded Content that award the best use of these media to achieve a marketing goal. However, as Buys adds, great content underpins all submissions, “We are looking forward to seeing spectacular applications of branded content and user generated content, along with how they generated results. In addition to our specialist content categories, we hope to see relevant, mindful content shine across all submissions.”

“If you are preparing your submission ahead of the 25 November final deadline, pay attention to the content of your submission, and not just your campaign. We are looking to recognise powerful stories of digital success that are concisely and powerfully told.”

For more details on what makes the perfect entry, [read here](#) through entry tips directly from our jury chairs. When you are happy with your entry, you can submit it via our online form, along with any supporting material you may have. If you have any questions during this process, you are welcome to get in touch with the IAB SA at [info@iabsa.net](mailto:info@iabsa.net).

## Enter now

Let your hard work be counted in South Africa’s largest digital industry awards and gain nationwide recognition. For more information on the entry categories, rules and entry tips visit [thebookmarks.co.za](http://thebookmarks.co.za).

## About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa, is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital industry in South Africa. The IAB South Africa represents the digital industry across all sectors including the media, the marketing community, government, and the public, and also acts as the channel through which international bodies can enter the South African digital market. The IAB South Africa currently represents over 200 members including online publishers, creative, media and digital agencies, brands, and educators, between them accounting for more than 41 million local unique browsers. The IAB South Africa strives to provide members with a platform through which they can engage, interact, and address digital issues of common interest, thereby stimulating learning and commerce within the South African digital space. To find out more about the IAB South Africa, visit its

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