

2020 Bookmark Awards: Categories & Criteria

MAIN CATEGORY	SUB-CATEGORY	CODE	PANEL	ENTRY DESCRIPTION	ENTRY CRITERIA	POINTS AWARDED	ENTER OVER MULTIPLE YEARS
1. PLATFORMS							
1.1	Brand, Commercial & Retail Websites	PLT01	Builders Panel	All responsive websites for any commercial purpose. Entrants may want to consider whether their entry is more appropriate in the E-commerce or Microsites categories, but the category is open to any commercial or retail website. Think Cell C Girl, Sanlam Conversations with yourself	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including site design and full site user experience MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
1.3	E-commerce Sites	PLT03	Builders Panel	Any site offering e-commerce and sale of items as its primary function. Think takealot.com, superbalist.com, faithful-to-nature.co.za, onedayonly.co.za	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including site design and full site user experience MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
1.4	Public Service and NPO platforms	PLT04	Builders Panel	Any website or app for a government, civil society or "Not for Profit" organisation. Think Department of Health or The Worldwide Fund For Nature.	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including site design and full site user experience MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
1.5	Web Apps	PLT05	Innovative Engineers Panel	A rich web-based, functional application designed to run in a browser - will be judged by its utility, functionality and technical strength. This award is for software not content. Think Google Docs.	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including site design and full site user experience, demonstrating value and usefulness to the user MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
1.6	Mobile Apps	PLT06	Builders Panel	Any application installed on a mobile device - phone, tablet or watch. Publishing apps have their own category (below). Think Uber, Dis-Chem App, FNB App	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including site design and full site user experience, demonstrating value and usefulness to the user MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
1.7	Mobile Sites	PLT07	Builders Panel	Any site specifically designed for browsing on a mobile phone, including feature phones. Think Vodacom Soccer	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including rationale for site design and site user experience of a specific mobile site (ie not a responsive site), demonstrating value and usefulness to the user MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
1.8	Games	PLT08	Gamers Panel	Original digital games designed for phone, web or console. Includes games developed for informational or commercial purposes. Think FarmVille, Call of Duty or Pokemon Go.	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including game design and game user experience, showcasing game design & playability to reach or exceed objectives. MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
1.9	Customer Experience Design	PLT12	Builders Panel	Excellence in the digital customer experience, including point of sale or online service channels.	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including approach to Customer Experience design (please provide supporting material) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved

1.10.	Employee Experience Platform	PLT10	Builders Panel	Any platform, digital employee experience or company intranet that can demonstrate uplift and effectiveness in employee communications or upliftment in human resources improving employee welfare and overall business performance..	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including platform design and user experience, demonstrating value and usefulness to the user and in turn, the business MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results.	Y	NEW ENTRY	
1.11	Brand System or Brandfile platform	PLT11	Builders Panel	An internal brand platform that demonstrates increased efficiency and effectiveness in internal corporate, partner and brand communication.	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including platform design and user experience, demonstrating value and usefulness to the user and in turn, the business MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results.	Y	NEW ENTRY	
1.12	Platform Innovation	PLT09	Builders Panel	<p>The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the platform (App, web, Mobile, web, games etc) and serve as a strategic tool to meet the campaign objective or the business objective of their client.</p> <p>These platforms include brand, commercial and retail websites, microsites, e-commerce sites, public service and NPO platforms, web apps, mobile apps, mobile sites and games. Think Royco Rewards</p>	INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) CREATIVE EXCELLENCE (30%) including exceptional innovative design and user experience. MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES: Please specify the updates and provide meaningful evidence of what has changed and improved across the criteria. Please note the same platform entered in 2019 can be entered in 2020 - as long as the innovation, feature or technical application implemented within the platform is new.	
COMMUNITIES								
2.1	Social Communities	COM01	Marketers Panel	<p>New or ongoing permanent homes for brands or publishers on social media.</p> <p>Evidence of growth or specific achievements in the past year is essential.</p> <p>Think Nando's social communities (#GetItTogether)</p>	CREATIVE EXCELLENCE (40%) including innovative use of the social platform design and resulting user experience. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved	
2.2	Use of User-generated Content	COM02	Marketers Panel	<p>Best use of user-generated content to achieve a marketing goal.</p> <p>Entrants must show innovation in leveraging UGC and how it led to results.</p> <p>Think Toyota C-HR #InternetApproved or Edgars Emoji Catwalk</p>	CREATIVE EXCELLENCE (40%) including strategic excellence. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	NO	
2.3	Social Media Campaigns	COM03	Marketers Panel	<p>Best marketing campaigns where social media is at the core of the campaign strategy and mechanic.</p> <p>This includes Influencer Marketing. Please give a clear indication of media spend.</p> <p>Think JOburg Ballet, Breaking Ballet campaign and VW's #Marco #Polo campaign</p>	CREATIVE EXCELLENCE (40%) including innovative use of the social platform design and resulting user experience. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	NO	
2.4	Online Video Channels	COM04	Marketers Panel	<p>Online non-publisher video channel with dedicated fans or followers (publisher, see below).</p> <p>Think YouTube Stars like Jenna Marbles</p>	CREATIVE EXCELLENCE (40%) Note re production quality and excellence in storytelling INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved	
2.5	Influencer Marketing	COM05	Marketers Panel	<p>Excellence in use of influencer marketing to meet digital marketing goals.</p> <p>Work entered here should be primarily influencer-led, rather than general social media campaigns.</p>	CREATIVE EXCELLENCE (40%) Including strategic excellence INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results.	Y	NO	
2.6	Social Media Innovation	COM06	Marketers Panel	<p>The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the platform, and serve as a strategic tool to meet the campaign objective or the business objective of their client.</p> <p>May include all unowned social media channels, innovative use of user-generated content, online video and innovative use, or approach to influencer marketing.</p>	CREATIVE EXCELLENCE (40%) including exceptional innovative campaign, channel strategy, creative concept and execution INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results.	Y	NO	
3. CHANNELS								
3.1	Paid Search Marketing	CHN01	Performance Marketing Panel	<p>The use of Search Engine Marketing to achieve campaign goals. It's important to show key objectives and performance metrics against the objectives. ROI should be clearly stated.</p> <p>Think your favourite low CPA campaign on Google.</p>	CREATIVE EXCELLENCE (30%) in campaign strategy and efficient & effective use of spend (please provide clear evidence) INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO	

3.2	Organic Search Marketing	CHN02	Performance Marketing Panel	SEO and other organic search marketing techniques to achieve campaign goals. ie The insurance brand that appears first when you search "insurance".	CREATIVE EXCELLENCE (30%) in campaign strategy and efficient & effective use of spend (please provide clear evidence) INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
3.3	Display Advertising	CHN03	Performance Marketing Panel	Banners, page take-overs and any other premium bought-media advertising. Think any banner on any homepage, mobile or desktop.	CREATIVE EXCELLENCE (30%) in campaign strategy and efficient & effective use of spend (please provide clear evidence) INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.4	Native Advertising	CHN04	Marketers Panel	Advertiser-sponsored, publisher-carried content designed to market a product or service through content development.	CREATIVE EXCELLENCE (30%) in campaign strategy, excellent creative execution & quality of content and efficient & effective use of spend (please provide clear evidence) INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.5	Online Video Series	CHN05	Builders Panel	Non-branded online video content. Think Jo'burg Ballet	CREATIVE EXCELLENCE (30%) excellent creative execution & storytelling INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.7	Social Paid Advertising	CHN07	Performance Marketing Panel	Campaign run through bought media on social media platforms, leveraging these platforms to deliver exceptional results. Think Netforist #LoveEveryone	CREATIVE EXCELLENCE (30%) in campaign strategy with excellent creative execution and an efficient & effective use of spend INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.8	Innovative Use of Media	CHN08	Marketers Panel	Demonstrable innovation in digital media placement or buying. Winners must show real creativity in how unusual channels were used or conventional channels were used in new ways. Think Bud Light on Tinder.	CREATIVE EXCELLENCE (30%) including media strategy, creative concept and execution, as well as efficient & effective use of spend (please provide clear evidence) INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results and now this achieved your campaign and channel strategy. In the Innovation Sub Categories - evidence of the set objectives need to be met, but within innovation - it is not yet about scale of reach or size of impact - but the entry still needs to give clear evidence of achieving the set results defined for the platform innovation	Y	NO
3.9	Email, Direct & Inbound Marketing	CHN09	Marketers Panel	Use of email, SMS, direct digital marketing and other inbound techniques to achieve campaign success. Winners will show exceptional return on investment.	CREATIVE EXCELLENCE (30%) in campaign strategy with excellent creative execution and an efficient & effective use of spend (please provide clear evidence) INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.10	Use of Programmatic Media	CHN10	Performance Marketing Panel	Use of programmatic media buying techniques to deliver exceptional results for brands. Entries should show new, clever and effective ways of programmatic buying that makes use of data sources and re-targeting. Programmatic buying extends beyond banner display, and can include social channels. Think American Swiss "Drop the Hint"	CREATIVE EXCELLENCE (30%) in media strategy with excellent creative execution and an efficient & effective use of spend (please provide clear evidence) INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.11	Campaign / Microsites	CHN15	Marketers Panel	Any microsite built to promote a particular product or service in the commercial space. Should relate to a specific campaign objective. Typically has a limited lifespan, and should not be the primary website for a brand which would then be entered into the Brand, Commercial & Retail Websites category. Think Sanlam 100 Year Microsite, Absa L'Atelier	CREATIVE EXCELLENCE (30%) including campaign site design and campaign user experience to achieve campaign goals INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.11	Digital Installations and Activations	CHN11	Innovative Engineers Panel	Use of digital technology to engage audiences typically in an out-of-home or events setting. Think BA's #lookup billboard or Roger Waters' The Wall Concert.	CREATIVE EXCELLENCE (30%) including excellent creative execution and technical achievement; as well as production quality INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.12	Online Video	CHN12	Marketers Panel	Use of online video to further marketing goals.	CREATIVE EXCELLENCE (30%) including excellent creative execution and technical achievement; as well as production quality INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO
3.13	Use of CRM, Loyalty Programs, & Gamification	CHN13	Innovative Engineers Panel	Excellence in the use of customer data and targeting to achieve digital marketing results, including online loyalty programs and gamification.	CREATIVE EXCELLENCE (30%) including excellent creative execution and technical achievement; and an innovative use of data INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved
3.16	Bots, Messaging and Dark Social	CHN16	Marketers Panel	Use of chat, chat bots and messaging platforms (dark social) to achieve a marketing or communication result. Think Facebook Messenger.	CREATIVE EXCELLENCE (30%) including campaign strategy, creative excellence and quality of content INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO

3.14	Channel Innovation	CHN14	Performance Marketing Panel	The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the channel or media, and serve as a strategic tool to meet the campaign objective or the business objective of their client. May include media innovation in paid or organic search marketing, display advertising, native advertising, video content, media buying, email, direct and inbound marketing, programmatic media, digital installations & activations, or use of CRM, loyalty programs and gamification.	CREATIVE EXCELLENCE (30%) including campaign and channel strategy, creative concept and execution, and demonstrate value and usefulness to the user INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results and now this achieved your campaign and channel strategy. In the Innovation Sub Categories - evidence of the set objectives need to be met, but within innovation - it is not yet about scale of reach or size of impact - but the entry still needs to give clear evidence of achieving the set results defined for the platform innovation	Y	NO	
3.14	Podcasts and Audio Streaming	CHN17	Marketers Panel	The use of a Podcast, Podcast series or audio streaming to achieve a marketing or campaign goal. Content may be published on any platform.	CREATIVE EXCELLENCE (30%) excellent creative execution and storytelling INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (40%) Please provide clear evidence of the results.	Y	NO	
4. EMERGING DIGITAL TECHNOLOGIES & CHANNELS								
4.2	Virtual Reality (VR) & Augmented Reality (AR)	EME02	Innovative Engineers Panel	Use of Virtual Reality (VR) or Augmented Reality (AR) to promote a product or brand.	CREATIVE EXCELLENCE (30%) including production, demonstrating value and usefulness to the user and in turn, the business INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note the same platform entered in 2019 can be entered in 2020 - as long as the innovation, feature or technical application implemented within the platform is new.	Y	YES: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note the same platform entered in 2019 can be entered in 2020 - as long as the innovation, feature or technical application implemented within the platform is new.	
4.4	Internet of Things	EME04	Innovative Engineers Panel	Use of atypical internet devices (i.e. not phone or computer) to achieve a marketing or communication goal. ie: Cross-device work that uses at least one atypical internet device - including, but not limited to, wearables, drivables, sports devices, smart watches, flyables, household smart objects and sensors - to achieve marketing objectives.	CREATIVE EXCELLENCE (30%) including innovative use of the platform / medium. INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note the same platform entered in 2019 can be entered in 2020 - as long as the innovation, feature or technical application implemented within the platform is new.	Y	YES: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note the same platform entered in 2019 can be entered in 2020 - as long as the innovation, feature or technical application implemented within the platform is new.	
4.5	Artificial Intelligence	EME05	Innovative Engineers Panel	Exceptional and innovative uses of Artificial Intelligence, including machine learning, for marketing or communication purposes.	CREATIVE EXCELLENCE (30%) including innovative use of the platform / medium. INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note the same platform entered in 2019 can be entered in 2020 - as long as the innovation, feature or technical application implemented within the platform is new.	Y	YES: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note the same platform entered in 2019 can be entered in 2020 - as long as the innovation, feature or technical application implemented within the platform is new.	
4.6	Second Screen Campaign	EME06	Marketers Panel	Excellence in digital marketing campaign that uses 2 or more screens within the campaign to achieve marketing results.	CREATIVE EXCELLENCE (30%) including campaign strategy INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results.	Y	NO	
4.7	Interactive Mixed Media	EME07	Marketers Panel	Excellence in the use of digital to augment or enhance the impact of otherwise traditional media formats. This could include syncing or real-time augmentation to create the effect of interactive print, interactive TV or film, interactive outdoor, interactive retail, interactive radio etc.	CREATIVE EXCELLENCE (30%) including campaign strategy INNOVATION & TECHNICAL ACCOMPLISHMENT (40%) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results.	Y	NO	
5. PUBLISHING — Individual, team, or publisher entries for excellence in online journalism. Only for non-paid, non-commercial content, published in accordance with the Press Code.								
5.1	Publisher Sites (mass appeal)	PUB01	Publisher Panel	News or feature publishing sites intended to distribute information to a mass audience for non-brand purposes.	CREATIVE EXCELLENCE (40%) including quality of content and the design and user experience (UX) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.2	Publisher Specialist Sites or Features	PUB02	Publisher Panel	Permanent or temporary news or feature sites intended to distribute information to a niche audience, meaning it is aimed at communities of interest or geographic niche audiences, or for specific events or themes. Think – World Cup site, or a Marikana commemoration feature.	CREATIVE EXCELLENCE (40%) including quality of content and the design and user experience (UX) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved	
5.3	Mobile Content	PUB03	Publisher Panel	News or feature content intended for consumption in APP or mobile friendly format.	CREATIVE EXCELLENCE (40%) including quality of content, the design and user experience (UX) and multimedia production & design (fit-for-format) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.4	Electronic Newsletters	PUB04	Publisher Panel	Editorial content distributed via email.	CREATIVE EXCELLENCE (40%) including quality of content; design and content elements. As well as open rates. MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	

5.5	Social Media News Coverage	PUB05	Publisher Panel	Use of social media platforms for single or cross-platform coverage of a major news event. Think opening of parliament, a court case, or a natural disaster.	CREATIVE EXCELLENCE (40%) including quality of content and design MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.6	User-generated Content	PUB06	Publisher Panel	Use of editorially aggregated or curated user-generated content in a news story to enhance the content.	CREATIVE EXCELLENCE AND INNOVATION (40%) including quality of content and design MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.7	Data Stories	PUB07	Publisher Panel	Use of data visualization and infographics to tell and illustrate stories. Think election results, or crime statistics.	CREATIVE EXCELLENCE AND INNOVATION (40%) including quality of content and production quality MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.8	Online News Videos	PUB08	Publisher Panel	Use of online video for a news event.	CREATIVE EXCELLENCE (40%) including quality of content and production quality MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.9	Live Event Coverage	PUB09	Publisher Panel	Online coverage of a live news event in any combination of reporting/blogging/multimedia/social media format. Think court cases or natural disasters.	CREATIVE EXCELLENCE (40%) including quality of content and production quality MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.10	Podcasts and Audio Streaming	PUB10	Publisher Panel	An online audio story/feature/series of news actuality content. Content may be published on any platform.	CREATIVE EXCELLENCE (40%) including quality of content and production quality MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
5.11	News Innovation	PUB11	Publisher Panel	A new, unique online news product or digital story presentation method - anything not yet done in the South African media	CREATIVE EXCELLENCE (40%) including disruptive idea(s); unique display and design and integration: how well are all elements displayed in harmony – design, imagery, text, overall idea, integration of all components of entry MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
6. CAMPAIGN								
6.1	Digital Campaign Strategy	CAM01	Marketers Panel	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.	CREATIVE EXCELLENCE (40%) including strategic excellence (please provide details of the strategy & insight) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%) <i>PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</i>	Y	YES Previous winners must specify what has changed/improved	
6.2	Content Strategy	CAM02	Builders Panel	Excellence in the strategy behind a content execution - not the content itself. Think Sanlam's 2-minute showers	CREATIVE EXCELLENCE (40%) including strategic excellence (please provide details of the strategy & insight) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
6.3	Digital Integrated Campaign	CAM03	Marketers Panel	Excellence in digital marketing campaign that uses exclusively digital channels to achieve marketing results.	CREATIVE EXCELLENCE (40%) including campaign strategy MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
6.4	Mobile Campaign	CAM04	Marketers Panel	Campaign run primarily through mobile channels. Consider innovation for Activation by Location.	CREATIVE EXCELLENCE (40%) including campaign strategy (please provide details of strategy and insight) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
6.5	Best Use of Data	CAM05	Performance Marketing Panel	A marketing campaign which has used data in an interesting, ground-breaking way in achieving its success.	CREATIVE EXCELLENCE (40%) including campaign strategy (demonstrate how using data to understand consumers has led to campaigns/ideas and achievement of objectives) MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
6.6	Integrated Mixed Media Campaign	CAM06	Marketers Panel	A marketing campaign that uses digital, as well as non-digital channels, to achieve a marketing goal. Think Carling Be The Coach.	CREATIVE EXCELLENCE (40%) including acknowledgement of the second screen function MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
6.7	Branded Content	CAM08	Marketers Panel	A marketing campaign including brand placement within a digital content context to promote a product or service, where the content remains the hero.	CREATIVE EXCELLENCE (40%) in campaign strategy and show excellent creative execution MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NO	
6.8	Break Through on a Budget	CAM07	Marketers Panel	A marketing campaign with creative use of modest budgets and / or resources to create maximum impact	CREATIVE EXCELLENCE (40%) Demonstrate how the campaign creative achieved the objectives with limited budget and / or resources. MEETING OR EXCEEDING OF BUSINESS GOALS AND RESULTS (30%) Please provide clear evidence of the results. INNOVATION & TECHNICAL ACCOMPLISHMENT (30%)	Y	NEW	
7. CRAFT AWARDS — THE WORK, AND NOT THE INDIVIDUALS, WILL BE JUDGED								

7.1	Craft: Excellence in Marketing Copywriting	CRF01	Marketers Panel	For an excellent piece or body of copywriting work on a marketing campaign.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of writing). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.2	Craft: Excellence in News or Feature Writing	CRF02	Publisher Panel	For excellence in journalism in an online publication.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of writing). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%) PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved	
7.3	Craft: Excellence in Research	CRF03	Marketers Panel	For excellent research that enhanced a campaign or publication.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of research). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.4	Craft: Excellence in Interface Design	CRF04	Builders Panel	For excellence in graphic and UI design, as distinct from UX design.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of design). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.5	Craft: Excellence In Software, Coding & Tech Innovation	CRF05	Innovative Engineers Panel	Individual or team award for demonstrable excellence and innovation in coding or use of technology in an online campaign or platform. The engineering will be judged by a team of software experts.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of code or use of technology in an online campaign or platform). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.6	Craft: Excellence in Strategy	CRF06	Marketers Panel	For demonstrable excellence in strategic thinking.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of strategic thinking and insights; insight should be clearly submitted). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.7	Craft: Excellence in UX	CRF07	Builders Panel	For excellence in UX design, as distinct from UI design.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of user experience design and implementation). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%) PREVIOUS ENTRANTS: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.	Y	YES Previous winners must specify what has changed/improved	
7.8	Craft: Excellence in Online Video Production	CRF08	Marketers Panel	For excellent online video - production, editing, post-production, cinematography, animation etc.	QUALITY OF WORK PRODUCED: (60%) including production quality. TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.9	Craft: Excellence in Social Media Community Management	CRF09	Marketers Panel	For excellent community management or social media engagement with demonstrable results.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (success of a specific community over time, attributed to a specific team or team member - please provide evidence). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.10	Craft: Digital Media	CRF10	Performance Marketing Panel	For best and most innovative use of paid digital media (including organic search).	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) including innovative media strategy; efficient & effective use of spend (please provide clear evidence), meeting of campaign goals & results (please provide clear evidence) and in the event of paid/organic search—success of a specific campaign (please provide clear evidence) TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION (40%)	Y	NO	
7.11	Craft: Excellence in use of Sound	CRF11	Marketers Panel	For best and most accomplished use of sound in a digital application, site, video or installation.	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of sound / production). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
7.12	Craft: Interactive Design	CRF12	Builders Panel	For excellence in experiential, AR, VR and game design	CREATIVE EXCELLENCE & QUALITY OF WORK PRODUCED (60%) (quality of design). TECHNICAL DIFFICULTY OR ACCOMPLISHMENT & INNOVATION: (40%)	Y	NO	
8. SPECIAL HONOURS								
8.1	Best Digital Student	HON01	Special Honours Panel	Best student studying a digital course at an institution, including marketing and related disciplines such as UX. Think top students at AAA or UJ.	• Quality of work submitted • Demonstrate potential • Demonstrate innovative, and creative digital thinking	N	NO	
8.2	Best Digital Youngster	HON02	Special Honours Panel	Best person under 28 who has made a significant contribution to digital this year through their work (can be agency, publisher or other).	• Quality of work submitted • Demonstrate potential • Demonstrate innovative, and creative digital thinking	N	NO	
8.4	Best Marketer	HON04	Special Honours Panel	Individual in a brand who most supports, encourages and succeeds using digital channels.	• Clear evidence of support for innovative, creative digital work • Clear evidence of support for achieving marketing objectives through innovative, creative digital spend • Where possible, include evidence of achieving business objectives through the use of digital marketing	N	NO	
8.5	Best CTO	HON05	Special Honours Panel	Individual in a brand who most supports, encourages and succeeds using digital channels.	• Clear evidence of support for innovative, creative digital work • Where possible, include evidence of achieving marketing and/or business objectives through CTO achievements	N	NO	
8.9	Best Online Journalist	HON09	Special Honours Panel	Individual (journalist) at a publisher who demonstrates excellence in online journalism with the ability to use online to tell unique and innovative stories, and has proven contribution to the media industry.	• Overall excellence in online journalism • Excellent use and integration of multimedia components • Ability to effectively use online to tell unique and innovative stories • Proven contribution to the media industry • Innovation in production and storytelling methods	N	NO	

8.13	Best Direct Brand or Online Business	HON12	Special Honours Panel	A company that was born in digital and enabled by technology to build their business through direct customer relationships and non-traditional, non-linear supply chains, where revenue results from the direct relationships between the company and its customers. Think UCook, onedayonly, Birchbox, YuppieChef. The business does not only need to live online.	<ul style="list-style-type: none"> Overall excellence in direct customer relationships through digital Evidence of growth of customer acquisition through technology and online communities Evidence of rapid & responsive product development through online feedback loops Evidence of user generated content and peer referrals (preferably demonstrating effect on increased sales) 	N	NO
8.6	Best Contribution to Transformation in the Digital Industry	HON06	Special Honours Panel	Organisation who has made the most convincing contribution to growing diversity in the digital industry in line with overall goals for an integrated South Africa. This could be through any meaningful mechanism ranging from ownership to participation.	<ul style="list-style-type: none"> Clear evidence of support for and success in transforming the digital industry to be more representative in terms of culture, race and gender 	N	NO
8.7	Pixel for Purpose	HON07	Special Honours Panel	Awarded to a piece of work (site, app, publication or any other digital piece) that made a significant positive social impact. The winner will have conclusively proven that the idea worked.	<ul style="list-style-type: none"> Campaign strategy Creative excellence Evidence of purposefulness (making the world a better place) Evidence of meaningful change/new features (for previous entrants) Meeting of business goals & results (please provide clear evidence) 	Y	NO
8.11	Best Individual Contribution to Digital	HON11	Special Honours Panel	Person who has made the greatest contribution to the digital industry in SA (agency, publisher, brand or other. IAB Chairperson and CEO not eligible.	<ul style="list-style-type: none"> Evidence of innovation and championing digital (marketing, publishing, brand or other) and furthered the success of the digital industry in South Africa. 	N	NO
8.3	Brand of the Year	HON03	Special Honours Panel	Based on performance in the 2020 Bookmarks and does not require a brand to enter.	Points earned in 2020 Bookmarks	n/a	YES
8.8	Best Publisher	HON08	Special Honours Panel	Based on performance in the 2020 Bookmarks and does not require a publisher to enter.	Points earned in 2020 Bookmarks	n/a	NO
8.10	Best Digital Agency	HON10	Special Honours Panel	Based on performance in the 2020 Bookmarks and does not require an agency to enter.	Points earned in 2020 Bookmarks	n/a	NO