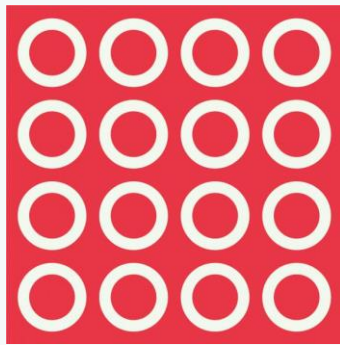




the BOOKMARKS 2021



**#2021BOOKMARKS
ANNOUNCING THE 2021 BOOKMARK AWARDS JURY CHAIRS AND
PANELS**

YOUR #BOOKMARKS2021 JURY CHAIRS & PANELS

Moving the Industry Forward:

The Bookmark Awards, an IAB SA initiative, celebrates its 13th year of rewarding excellence in digital and recognising the powerful impact interactive has on the overall marketing mix. Post an industry wide nomination process, available to both IAB members and non-members, 83 judges have been selected to set the benchmark for digital in South Africa through the IAB SA Bookmark Awards platform. The work awarded by the jury panels in this process establishes the profiled case studies for digital excellence in our country.

The 2021 awards will be led and guided by jury president Andrea Quaye. On the impact of the Awards on the industry, she says: “Winning a Bookmark Award is recognition of work that helps move our industry forward. Ultimately, the Bookmarks are about far more than great digital work that has delivered real business results – the Bookmarks are a catalyst for driving digital innovation and growth. Industry members can look to this work as inspiring benchmarks of innovation and creativity to assist them in thriving in the digital economy.”

2021 Categories and Panels:

The 2021 Bookmark Awards will encompass digital advertising and marketing work that falls into eight categories, namely: Marketing; Performance Marketing; Builders; Publisher; Social, Community and Influencer Marketing; Innovative Engineers, Best Digital Student; and Special Honours.

Your #Bookmarks2021 Jury Chairs and Jury Panels:

The Bookmarks strive for a diverse representation of all South Africans, and, as

such, all jury chairs have been nominated by industry members, ensuring that the judging panel is indicative of, and endorsed by, the industry at large.

Importantly, this ensures that the winning work – which then serves as a benchmark for excellence – is judged fairly by those with the relevant expertise from a range of agencies, publishers, and companies.

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Digital, as a whole, has rapidly evolved and adapted in new and surprising ways to serve the changing needs of both consumers and businesses operating amidst the fallout of Covid-19. This marked acceleration in innovation and creativity will no doubt make for an interesting and exciting 13th Bookmarks Awards.

“The Bookmarks are crucial for our industry: by recognising digital excellence, we are promoting and inspiring growth across the industry. We are excited to be part of this pivotal event that drives digital innovation and inspires industry members to create ground-breaking work that rivals our global counterparts,” says Fahmeeda Cassim-Surtee, CEO of DSTV Media Sales and IAB SA Executive Board member.

Entries for the 13th annual Bookmark Awards opened on 1 March 2021 and close on 14 May 2021 with early bird and IAB SA member discounts:

- Standard fee entries: 1 April – 30 April 2021
- Late fee entries and final entry deadline: 1 May – 14 May 2021

For more information on the Bookmark Awards, click [here](#).

[ENTER TO EARN THE STANDARD FEE TODAY](#)

[YOU CAN VIEW THE 2021 BOOKMARK ENTRY FEES HERE](#)

For more information on the Bookmark Awards, click [here](#).

The 13th Annual Bookmark Awards, Powered By DSTV Media Sales and brought to you by 24.com, Everlytic and Joe Public, are on Thursday the 29th of July 2021, following the IAB SA and MASA endorsed Nedbank IMC conference. For sponsorship opportunities email IAB CEO Paula Hulley: Paula@iabsa.net



About the IAB South Africa

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you to make better digital decisions with smart, motivating and actionable insights.

To sign up as an IAB SA Member: Email [Hello@iabsa.net](mailto>Hello@iabsa.net)

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