



the BOOKMARKS 2021

VIRTUAL AWARDS SHOWCASE

29 JULY 2021 - 6PM
TICKET SALES ARE OPEN

POWERED BY **DSL**
Media Group

MOVING THE INDUSTRY **FORWARD**

BOOKMARKS 21 **iab.**
south africa

#Bookmarks2021 Tickets on sale today!

It's a momentous period of transformation for the digital marketing industry, which has continuously evolved over the years. New technologies and integrated strategies are refined, devotedly, for effective brand building and marketing performance. The IAB Bookmark Awards will be celebrating 13 years of this digital excellence, giving recognition to pioneering agencies, brands and publishers, whose campaigns, platforms and impactful creative executions, set the benchmark for excellence in digital media and marketing.

2021 marks the second year in which the Bookmarks are virtually presented since the outbreak of Covid-19. This has further validated the role of the awards in awarding the modification and pivotal digital transformations that have made it possible for cutting-edge work to be done. Under the theme '13 years of moving the industry forward', the Bookmarks will promote noteworthy executions that are critical for future proofing the industry and will honour work created under the categories: Platforms, Community, Channels, Publishing, Campaign, Craft, Emerging Channels and Special Honours.

[READ MORE ABOUT THE 2021 SHOW FORMAT](#)

[REGISTER AND BUY YOUR TICKET TODAY](#)

[VIEW THE 2021 FINALISTS HERE](#)

Standard Ticket Price: R299 ex VAT

IAB member Ticket Price: R199 ex VAT

Student Ticket Price: R50 ex VAT

Bulk Ticket purchase options available

Registration is open until 28 July 2021.

Step 1: Register on the #Bookmarks2021 registration portal, please click [here](#)

Step 2: Receive your link to log in to the Bookmarks 2021 Streaming portal, where you will tune in to watch the BMA 2021 Virtual Live News Broadcast on 29 July at 6pm.

Step 3: Follow IAB SA social channels to stand a chance to win prizes and more

Please contact Louann Fredericks on email rsvp@IABbookmarkawards.co.za for assistance.

#Digitalexcellence
#BeatTheBenchmark

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

The 2021 Bookmark Awards, as the platform to benchmark digital media and marketing excellence, has always celebrated innovation, creativity and effectiveness. It is the unrivalled benchmark of local digital advertising excellence and is powered by **DStv Media Sales** and brought to you by **24.com; Accenture Interactive, Google, Tractor Outdoor, iProspect, ABSA, Mediamark, Bizcommunity, Everlytic, and the Red & Yellow Creative School of Business.**



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About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers, and the wider business community on the importance of digital marketing.

The IAB Global Network brings together 45 national IABs and three regional IABs to share challenges, develop global solutions and advance the digital advertising industry worldwide. IABs are located in North America, South America, Africa, Asia, Asia Pacific and Europe. Each association is independently owned and operated, functioning under bylaws consonant with local market needs.

For more information on the IAB [click here](#).

To subscribe to our IAB monthly newsletter [click here](#).

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