

# the **BOOKMARKS**2021

Thursday 29 July 2021



## **Adapt! Pivot! Adjust! Modify!**

...all words you have likely heard plenty of times during the course of the year that was. In line with these themes, it was no different for the team working behind the scenes on the annual Bookmarks 2021. While there are new timelines in place, the show (read: awards) will go on!

The Bookmark Awards have always celebrated innovation, creativity and effectiveness in achieving business objectives through digital marketing and have been the unrivalled benchmark of local digital advertising excellence in South Africa for 13 years.

Thank you for your emails, your requests, your energy and excitement for the 13th Annual Bookmark Awards. We are as ready as you are to share great digital work and to showcase your incredible efforts, effectivity, creativity and innovation, as the collective flagship to drive digital change. Indeed - becoming a Bookmarks finalist, winning a Bookmarks Certificate or Pixel, is recognition of the work that helps move our industry forward.

Thank you for another great year of celebrating digital excellence together!

# 2021 Bookmarks Timeline

Categories and Criteria announced	Thursday 4 Feb 2021
Jury Panel nominations open	Thursday 11 Feb 2021
Jury Chairs announced	Thursday 18 Feb 2021
Jury Panels announced	Monday 1 March 2021
Open Industry Workshop for Bookmarks 2021 <a href="#">Book your (virtual) seat here</a>	Tuesday 2 March 2021
<b>2021 Entries open</b>	<b>START:</b> Monday 1 March 2021
<i>Early Bird Entries:</i> 1 March 2021 – 31 March 2021	
<i>Standard Entry Fees:</i> 1 April 2021 – 30 April 2021	
<i>Late Entry Fees:</i> 1 May 2021 – 14 May 2021	
<i>Eligibility Period:</i> 1 January 2020 – end February 2021	<b>END:</b> Friday 14 May 2021
Round 1 Remote Judging	1 June 2021 – 14 June 2021
Bookmark Award Finalists announced	Monday 21 June 2021
Round 2 (FINAL) Judging	Thursday 1 July 2021 + Friday 2 July 2021
<b>The 13th Annual Bookmark Awards</b>	<b>Thursday 29 July 2021</b>

## 2021 Bookmarks Categories

E-commerce! UX! Video! Voice! Transformation!

The opportunity to show case ground-breaking and effective business results through the power of digital marketing has never been so accessible. From Websites to Apps, Games to Search, Online Video to Influencer Marketing, now is the time to review the updated 2021 Bookmark Award Categories and start planning your pixels for when the entries open on 1 March 2021.

While entry fees (with additional IAB SA member discounts), criteria and the scoring methodology will be available on 1 March in time for the Early Bird Entries, we are sharing the 2021 Bookmarks Categories early to give almost a full month to review and plan.

You can send any queries to [thebookmarks@iabsa.net](mailto:thebookmarks@iabsa.net) and we will assist you in understanding the Categories and finding the right points of entry for your hard earned work!

**VIEW THE UPDATED 2021  
BOOKMARKS CATEGORIES HERE**

# 2021 Bookmarks Workshop

Join us for our online 2021 Bookmarks Workshop at **10am on Tuesday 2 March 2021** as we review the category and criteria updates, the entry process and scoring methodology. Book today to equip yourself with all you need to create entries that beat the benchmark in digital excellence.

**RESERVE YOUR SEAT AT THE  
2021 BOOKMARKS WORKSHOP**

## 2021 Bookmarks Jury Nominations

Due to popular demand, we have also opened the Jury nominations a week early. Please view the link below to complete the nomination process for yourself or a colleague.

**ACCESS THE 2021 BOOKMARKS  
JURY NOMINATION FORM HERE**

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**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 and Everlytic 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](mailto:Paula@iabsa.net)



**BMA2021**  
MOVING THE INDUSTRY **FORWARD**  
THURSDAY **29 JULY 2021**

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