

Bookmarks entries double in 2010

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The Bookmarks awards has received 400 separate entries across the agency and publisher categories in 2010. This is nearly double the 229 entries received in 2009. In total, 42 agencies and 32 publishers submitted entries for the 43 award categories this year.

There were 270 paid entries across both the publishing and agency categories as well as 132 nominations for individuals and teams that have excelled in the digital space in 2010. The Bookmarks awards, now in its third year, is the only platform dedicated to celebrating all that is digital.

"The increase in entries this year reflects both the growing stature of the awards as well as the rapid expansion of South Africa's digital landscape," says Nikki Cockcroft, chairperson of the Bookmarks awards and deputy-chair of the [Digital Media and Marketing Association](#) (DMMA), which organises the awards. "The entries represent a diverse range of online disciplines and players, bearing testimony to the vibrancy of South Africa's digital environment."

This year, the highest number of submissions was received for "Best Integrated Campaign" in the agency category. This is testimony to the fact that more and more digital campaigns are being run across multiple channels, destinations and even devices.

The entries in the "Best Social Media Campaign" category were also high - re-instilling the importance many brands are placing on effectively leveraging the social graph.

The first round of judging kicked off on 3 November and finalists will be announced on 10 November. Final judging takes place on the weekend of 13 and 14 November in Cape Town. Workshops where the expert judges will provide insight into what they were looking for from this year's submissions will take place on 16 November at Hackle Brooke in Johannesburg, and on 17 November at The Pavilion in Cape Town from 8:30am - 1:00pm. Tickets are priced at R300 per person and are selling out fast.

The glamorous awards ceremony where the winners will be announced takes place on 18 November. Space is limited so act now to [secure your seat](#).

Visit www.thebookmarks.co.za or follow the Bookmarks on Twitter (<http://twitter.com/TheBookmarks>) for the latest information on the Bookmarks 2010.

* The premier sponsors of the 2010 Bookmarks awards are the [BBC](#), [ADTECH](#) and [Facebook](#).

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