

Bookmark Awards 2016 entry series: Emerging Digital Technologies and Channels

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With the deadline for entries to the prestigious IAB SA Bookmark Awards extended to 30 November, digital marketers have one last opportunity to enter and do battle for the industry's most coveted awards across eight categories, of which the Emerging Digital Technologies and Channels category is one.

The Bookmark Awards celebrate the country's most creative and high-impact digital executions and rewards excellence in digital advertising and publishing work, benchmarked against the highest international standards.

"The Emerging Digital Technologies and Channels category acknowledges the trailblazers in our industry, who are not only challenging the boundaries of what is currently possible, but finding ways to move beyond them," says Fred Roed, Head of IAB SA's Agency Council. "This is a category that is of interest to all digital marketers, as these innovations are certain to filter into wide use in the near future."

The Emerging Digital Technologies and Channels category comprises the following subcategories:

- **Digital Installations and Activations**

Use of digital technology to engage audiences typically in an out-of-home or events setting. Think [BA's #lookup billboard](#).

- **Ad Network & Programmatic Technology**

Excellence in offering, technological innovation and results in ad networks and media technology, including elements of the programmatic ecosystem. Think [Cadreon](#) or [Xaxis](#).

- **Customer Experience Design**

Excellence in the digital customer experience, including point of sale or online service channels. Think [Amazon.com](#)'s service offering.

"Although this category embraces a definite 'wow' factor with regards to the latest innovation, entrants should keep in mind that a 40% weighting is given to results achieved, so these should be communicated clearly in the entry," says Roed. "Judges consider three criteria, whether the entry was indeed meaningful to the client or business, whether the results submitted are relevant to the specific category being reviewed, and whether the results submitted represent an efficient use of the client's budget (return on investment is therefore key)."

The absolute final deadline for entries is Monday, 30 November 2015. Those who have not yet done so can submit their entries at <http://iabsa.net/bookmarks/>.

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