

Bookmarks Awards: Entry deadline extended to 18 September

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The Bookmarks Awards, a non-profit initiative by the Digital Media and Marketing Association (DMMA), aims to recognise and reward those that have made a significant contribution to the digital industry. Due to the number of requests the Bookmarks entry deadline has been extended to midnight on 18 September 2012.

The awards will be held on the 1 November at the Artscape in Cape Town and is open to DMMA and non-DMMA members. The shortlist will be announced on the 17 October and applicants are judged across multiple categories within the following four clusters:

Core Awards: The focus is on the external user experience. Excellence in both production and results across all digital channels; including websites; microsites; mobisites; advertising; search; social media; apps and tools; games; video and audio, and mixed media.

R750 application fee.

Craft Awards: These acknowledge excellence in digital execution - editorial; interface, design and navigation; graphic design, illustration and animation; music and sound design; and tech innovation.

R500 application fee.

Individual/Team Awards: This category serves to recognise those that 'raise the bar' in terms of editorial; advertising; creative; media (planning and social marketing); search marketing; content, including contributions made by students and interns.

Free by nomination.

Special Honours:

The highest accolades of the night go to the individuals and businesses that are leading the industry, including Best Agency, Best Publisher and Best Individual Contribution to Digital.

Free by nomination.

Nikki Cockcroft, Chairperson of the DMMA and the Bookmarks Awards, has announced that the DMMA will be launching a new category at this year's Awards: Greatest Company Contribution to Digital. "This award aims to recognise and reward the company that has made a significant contribution to the digital industry in 2012, as defined by the DMMA's key objectives of fostering a member driven society and accelerating the growth and development of digital with South Africa," says Cockcroft. For more information on how to nominate your company for this prestigious award, please [click here](#). *No application fee.*

The Bookmarks Awards will be holding workshops on the 30 October (Johannesburg) and 31 October (Cape Town) as part of the proceedings, which will offer valuable insight as to the state of the digital industry; including presentations by well-known keynote speakers and local and international judges. For more information on how to book for these workshops, [click here](#).

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