



CATEGORIES & CRITERIA

Please also see the Entry Guideline Supporting Doc available on 8 March 2022 when the entries open.



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PLATFORMS

Work in this category should demonstrate how a digital platform was used as a marketing initiative, enhanced customer experience and led to measurable business results.

1. PLATFORMS	MATERIALS & CRITERIA
<p>PLT01: Brand, Commercial & Retail Websites:</p> <p>All responsive websites for any commercial purpose. These need to be long term websites (not short-term campaign/microsites). This category focuses on the website as a marketing and communication tool, how does the design, experience and content deliver on marketing or communication objectives?</p> <p>Entrants may want to consider whether their entry is more appropriate in the Ecommerce or Microsites categories, but the category is open to any commercial or retail website.</p> <p><i>Think sanlam.co.za, toyota.co.za, makereign.com</i></p> <p>Jury Panel: Builders Panel</p>	<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p> <p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (30%) ● Innovation & technical accomplishment (40%) ● Meeting or exceeding business goals and results (30%) <p>Previous entrants:</p> <p>Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p> <p>Points awarded:</p> <p>Yes. Please refer to the ranking methodology once the entries are open on 1 March 2022.</p>
<p>PLT03: E-commerce sites</p> <p>Any site offering e-commerce and online sale of items as its primary function. This category focuses on the e-commerce website as a marketing and communication tool, how does the design, experience and content deliver on marketing or communication objectives?</p> <p><i>Think takealot.com, onedayonly.co.za, yokico.co.za, clinique.co.za</i></p> <p>Jury Panel: Builders Panel</p>	





<p>PLT04: Public Service and NPO platforms</p> <p>Any website or app for a government, civil society or "Not for Profit" organisation. This category focuses on the website or app as a marketing and communication tool, how does the design, experience and content deliver on marketing or communication objectives?</p> <p><i>Think wwf.org.za, odf.co.za, foodforwardsa.org</i></p> <p>Jury Panel: Builders Panel</p>	
<p>PLT05: Web Apps</p> <p>A rich web-based, functional application designed to run in a browser - will be judged by its utility, functionality and technical strength.</p> <p>This award is for software not content.</p> <p><i>Think Google Docs, Knorr Goodness Calendar, Starbucks (https://app.starbucks.com/) and the Knorr Goodness Calendar</i></p> <p>Jury Panel: Innovative Engineers Panel</p>	
<p>PLT06: Mobile Apps</p> <p>Any application installed on a mobile device - phone, tablet or watch. This category focuses on the App as a marketing and communication tool, how does the design, 5 experience and content deliver on marketing or communication objectives?</p> <p>Publishing apps have their own category (below).</p> <p><i>Think Pineapple Insurance App, Dis-Chem App, Castle Lager's Heartbeat of the Nation</i></p> <p>Jury Panel: Builders Panel</p>	





<p>PLT07: Mobile Sites</p> <p>Any site specifically designed for browsing on a mobile phone, including feature phones. This category focuses on the mobile site as a marketing and communication tool, how does the design, experience and content deliver on marketing or communication objectives?</p> <p><i>Think Vodacom Soccer</i></p> <p>Jury Panel: Builders Panel</p>	
<p>PLT08: Games</p> <p>Original digital games designed for phone, web or console. These games must have been developed for marketing or communication purposes.</p> <p><i>Think ChickenLicken Soul Rocker, KFC "Boet Fighter"</i></p> <p>Jury Panel: Innovative Engineers Panel</p>	
<p>PLT09: Platform Innovation</p> <p>The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the platform (App, web, Mobile, web, games etc) and serve as a strategic tool to meet the marketing or communication objectives of their client.</p> <p>These platforms include brand, commercial and retail websites, microsites, ecommerce sites, public service and NPO platforms, web apps, mobile apps, mobile sites and games.</p> <p><i>Think Pineapple Insurance, Datsun (Datsun Go Twitter tug-of-war)</i></p> <p>Jury Panel: Builders Panel</p>	



<p>PLT10: Employee Experience Program</p> <p>Any platform, digital employee experience or company intranet that can demonstrate uplift and effectiveness in employee marketing and communications or upliftment in human resources improving employee welfare and overall business performance.</p> <p><i>Think internal company systems that encourage and reward employee performance</i></p> <p>Jury Panel: Builders Panel</p>	
<p>PLT11: Brand System or Brandfile Platform</p> <p>An internal brand platform that demonstrates increased efficiency and effectiveness in internal corporate, partner and brand communication. Show how this system/platform has impacted marketing or communications in the organisation.</p> <p><i>Think internal company systems that encourage more effective internal company communication</i></p> <p>Jury Panel: Builders Panel</p>	
<p>PLT12: Customer Experience Design</p> <p>Excellence in digital customer experience, including digital point of sale or online service channels. How have you used customer experience to achieve your marketing and communication objectives.</p> <p><i>Think Netflix, Pineapple, Castle Lite Cold Tracker</i></p> <p>Jury Panel: Builders Panel</p>	

COMMUNITIES

Work in this category should demonstrate how a digital community was used as or built through a marketing initiative, through social media campaigns or owned social based channels. The best campaigns leverage the mechanics and consumer behaviour inherent in social media platforms and online communities.

2. COMMUNITIES	MATERIALS & CRITERIA
<p>COM01: Social Communities</p> <p>New or ongoing permanent homes for brands or publishers on social media. Evidence of growth or specific achievements in the past year is essential.</p> <p>Social activity that is designed to engage, build or maintain an online social community. Community activity engagement levels and the appropriateness of targeted communications directed at active/non-active users will all be considered.</p> <p><i>Think Nando's social communities (#GetItTogether), Tyme Bank Communities</i></p> <p>Jury Panel: Social, Community and Influencer Marketing Pane</p>	<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p> <p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (40%) ● Innovation & technical accomplishment (30%) ● Meeting or exceeding business goals and results (30%) <p>Previous entrants: Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p> <p>Points awarded: Yes. Please refer to the ranking methodology once the entries are open on 1 March 2022.</p>
<p>COM02: Use of User-generated Content</p> <p>Best use of user-generated content to achieve a marketing goal. Entrants must show innovation in leveraging UGC and how it led to business results.</p> <p><i>Think Toyota C-HR #InternetApproved, Edgars EmojiCatwalk, Castle Lager's Heartbeat of the Nation</i></p> <p>Jury Panel: Social, Community and Influencer Marketing Panel</p>	



<p>COM03: Social Media Campaigns</p> <p>Best marketing campaigns where social media is at the core of the campaign strategy and mechanic. Entrants must show the critical role that social media played in the campaigns and results. This includes Influencer Marketing. Please give a clear indication of media spend.</p> <p><i>Think Joburg Ballet "Breaking Ballet", VW's #Marco #Polo, Showmax's "Game of Thrones"</i></p> <p>Jury Panel: Social, Community and Influencer Marketing Panel</p>	
<p>COM04: Online Video Channels</p> <p>Online non-publisher video channel with dedicated fans or followers (publisher, see below). Entrants need to show how this channel helped achieve marketing objectives.</p> <p><i>Think Nintendo, Disney</i></p> <p>Jury Panel: Social, Community and Influencer Marketing Panel</p>	
<p>COM05: Influencer Marketing</p> <p>Excellence in use of influencer marketing to meet digital marketing goals. Work entered here should be primarily influencer-led, rather than general social media campaigns.</p> <p><i>Think Netflix (Super Influencers campaign)</i></p> <p>Jury Panel: Social, Community and Influencer Marketing Pane</p>	

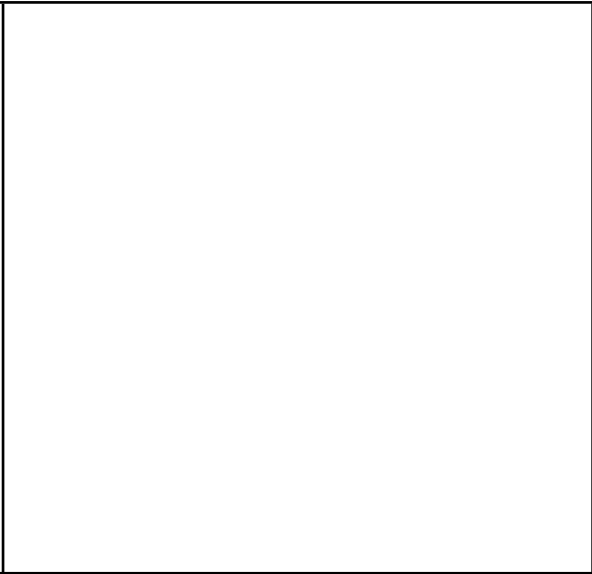


COM06: Social Media Innovation

Creative utilisation of existing social platforms and or online communities to impact business objectives or enhance a relationship with a brand, community or consumers. This may also include utilisation of new functionality of existing social platforms. Levels of engagement, social reach and the creative strategy will all be considered.

Think Castle Lager's Heartbeat of the Nation, Stayfree Menstrual Care

Jury Panel: Social, Community and Influencer Marketing Panel



CHANNELS

Work in this category should demonstrate how relevant digital channels were used as a marketing initiative, delivering business results and maximising return on marketing investment.

3. CHANNELS	MATERIALS & CRITERIA
<p>CHN01: Paid Search Marketing</p> <p>The use of Paid Search Engine Marketing to achieve marketing goals. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated.</p> <p><i>Think Tears Animal Rescue, American Swiss "Drop the Hint"</i></p> <p>Jury Panel: Performance Marketing Panel</p>	<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p> <p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (30%) ● Innovation & technical accomplishment (30%) ● Meeting or exceeding business goals and results (40%) <p>Previous entrants:</p> <p>Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p> <p>Points awarded:</p> <p>Yes. Please refer to the ranking methodology once the entries are open on 1 March 2022.</p>
<p>CHN02: Organic Search Marketing</p> <p>SEO and other organic search marketing techniques to achieve marketing goals. It is important to show key objectives and performance metrics against the objectives.</p> <p><i>Think the top-ranking organic result for the "insurance" search or "daily deals" search term</i></p> <p>Jury Panel: Performance Marketing Panel</p>	
<p>CHN03: Display Advertising</p> <p>Banners, page take-overs and any other premium bought-media advertising. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated.</p> <p><i>Think any banner on any homepage, mobile or desktop</i></p> <p>Jury Panel: Performance Marketing Panel</p>	



<p>CHN04: Native Advertising</p> <p>Advertiser-sponsored, publisher-carried content designed to market a product or service through content development.</p> <p><i>Think Netflix and National Geographic content and ads.</i></p> <p>Jury Panel: Performance Marketing Panel</p>	
<p>CHN05: Online Video Series</p> <p>Non-branded online video content as part of a short-term campaign or series. Entrants need to show how this channel help achieve marketing objectives.</p> <p><i>Think Mercedes Benz "stories of speed", CANSA "don't fear the finger"</i></p> <p>Jury Panel: Builders Panel</p>	
<p>CHN06: Content Marketing Strategy</p> <p>Excellence in Digital Content Marketing strategic thinking and planning. The winner must demonstrate and prove through results the ingenuity of the strategy through its holistic approach (strategy, execution and outcomes) and how it led to attract & retain and grow a clearly defined audience/community that were then demonstrably engaged in the content marketing.</p> <p><i>Think Knorr What's For Dinner, Sanlam Reality Wealth Sense portal, Mediclinic #HereForYou, Unilever All Things Hair</i></p> <p>Jury Panel: Marketers Panel</p>	



<p>CHN07: Social Paid Advertising</p> <p>Paid media campaigns run on social media platforms, leveraging these platforms to deliver exceptional results. Entrants must show the critical role that paid social media played in the campaign and results. Media investment and ROI should be clearly stated.</p> <p><i>Think Maybelline, Knorr "What's for dinner"</i></p> <p>Jury Panel: Performance Marketing Panel</p>	
<p>CHN08: Innovative Use of Media</p> <p>Demonstrable innovation in digital media placement or buying. Winners must show real creativity in how unusual channels were used or conventional channels were used in new ways to achieve digital marketing objectives.</p> <p><i>Think Datsun Go (Twitter tug-of-war), Joburg Ballet, Castle Lager's Heartbeat of the Nation</i></p> <p>Jury Panel: Performance Marketing Panel</p>	
<p>CHN09: Email, Direct & Inbound Marketing</p> <p>Use of email, SMS, direct digital marketing and other inbound techniques to achieve digital marketing objectives. Media investment and ROI should be clearly stated.</p> <p><i>Think Showmax personalised emails</i></p> <p>Jury Panel: Performance Marketing Panel</p>	



<p>CHN10: Use of Programmatic Media</p> <p>Use of programmatic media buying techniques to deliver exceptional marketing results for brands. Entries should show new, clever and effective ways of programmatic buying that makes use of data sources and re-targeting. Programmatic buying extends beyond banner display and can include social channels and other formats bought programmatically.</p> <p><i>Think American Swiss "Drop the Hint"</i></p> <p>Jury Panel: Performance Marketing Panel</p>	
<p>CHN11: Digital Installation and Activations</p> <p>Use of digital technology to engage audiences in a typically out of home or events setting, can include digital-out-of-home media.</p> <p><i>Think BA's Look Up billboard or Roger Waters "The Wall" concert or Tractor's Brutal Fruit #YouBelongToCelebrate</i></p> <p>Jury Panel: Innovative Engineers Panel</p>	
<p>CHN12: Online Video</p> <p>Creative use of Online Video and digital footage, with technical skill involved, to achieve digital marketing goals. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated. Including 360 and interactive video.</p> <p><i>Think CANSA's don't fear the finger, Corona Street Surfers</i></p> <p>Jury Panel: Performance Marketing Panel</p>	



<p>CHN13: Use of CRM, Loyalty Programs & Gamification</p> <p>Excellence in the use of customer data and targeting to achieve digital marketing results, including online loyalty programs and gamification. It is important to show key objectives and performance metrics against the objectives. Media investment and ROI should be clearly stated.</p> <p><i>Think Discovery Vitality, Vodacom Shake</i></p> <p>Jury Panel: Innovative Engineers Panel</p>	
<p>CHN14: Channel Innovation</p> <p>The winner of this category must demonstrate a truly original, new to the world, use or manipulation of the channel or media, and serve as a strategic tool to meet the campaign objective or the business objective of their client.</p> <p>May include media innovation in paid or organic search marketing, display advertising, native advertising, video content, media buying, email, direct and inbound marketing, programmatic media or use of CRM, loyalty programs and gamification.</p> <p><i>Think Hollard's InstaStory Books</i></p> <p>Jury Panel: Performance Marketing Panel</p>	
<p>CHN15: Campaign / Microsites</p> <p>Any microsite built to market a particular product or service in the commercial space. Should relate to a specific campaign objective. Typically has a limited lifespan, and should not be the primary website for a brand which would then be entered into the Brand, Commercial & Retail Websites category.</p> <p><i>Think Sanlam 100 Year Microsite, Absa L'Atelier</i></p> <p>Jury Panel: Marketers Panel</p>	



<p>CHN16: Bots, Messaging and Dark Social</p> <p>Use of chat, chat bots and messaging platforms (dark social) to achieve a marketing or communication result.</p> <p>Jury Panel: Social, Community and Influencer Marketing Panel</p>	
<p>CHN17: Podcasts and Audio Streaming</p> <p>The use of a Podcast, Podcast series or audio streaming to achieve a marketing or campaign goal. Content may be published on any platform. This includes advertising campaigns on audio channels.</p> <p>Jury Panel: Marketers Panel</p>	
<p>CHN18: Interactive Mixed Media</p> <p>This category was formally in Emerging Technology, and has been moved to channel.</p> <p>Use of digital and non-digital channels in an integrated manner to achieve marketing objectives. Entrants should demonstrate how they bridged the digital divide in retail environments, digital out of home or offline conversion mapping. This could include syncing or real-time augmentation to create the effect of interactive print etc.</p> <p>Entrants will be judged on how successfully they have integrated the chosen media throughout the campaign and must demonstrate how well the different mediums complement and build on each other to communicate the brand's message.</p> <p>Entries in this category must show that multiple types of media were used in the campaign (e.g. Screens, Social, Outdoor).</p> <p><i>Think British Airways' #lookup billboard or Fortnite's Travis Scott concert.</i></p> <p>Jury Panel: Marketers Panel</p>	

EMERGING DIGITAL TECHNOLOGIES & CHANNELS

Work in this category should demonstrate how new and emerging digital technology and channels were used as a marketing initiative and delivering business results.

4. EMERGING DIGITAL TECHNOLOGIES & CHANNELS	MATERIALS & CRITERIA
<p>EME02: Virtual Reality (VR) & Augmented Reality (AR)</p> <p>Use of Virtual Reality (VR) or Augmented Reality (AR) to market a product or brand.</p> <p>Jury Panel: Innovative Engineers Panel</p>	<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p> <p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (30%) ● Innovation & technical accomplishment (40%) ● Meeting or exceeding business goals and results (30%) <p>Previous entrants:</p> <p>Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p> <p>Points awarded:</p> <p>Yes. Please refer to the ranking methodology once the entries are open on 1 March 2022.</p>
<p>EME04: Internet of Things</p> <p>Use of atypical internet devices (i.e. not phone or computer) to achieve a marketing or communication goal. i.e.: Cross-device work that uses at least one atypical internet device - including, but not limited to, wearables, drivables, sports devices, smart watches, flyables, household smart objects and sensors - to achieve marketing objectives.</p> <p><i>Think Smollan "Gcwalisa"</i></p> <p>Jury Panel: Innovative Engineers Panel</p>	
<p>EME05: Artificial Intelligence</p> <p>Exceptional and innovative uses of Artificial Intelligence, including machine learning, for marketing or communication purposes.</p> <p><i>Think Pineapple Insurance</i></p> <p>Jury Panel: Innovative Engineers Panel</p>	

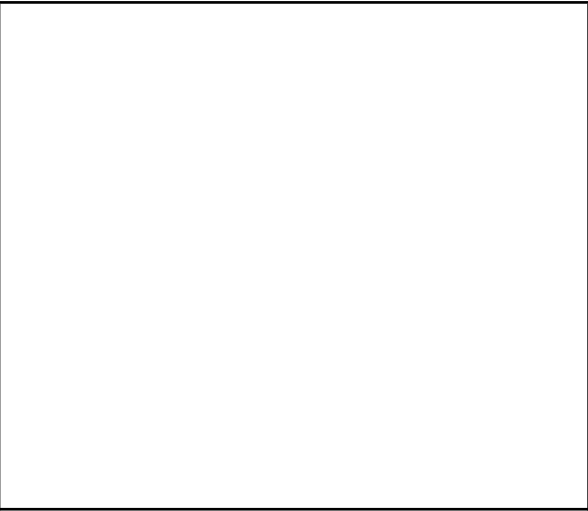


EME06: Second Screen Campaign

Excellence in digital marketing campaign that uses two or more screens (as channels) within the campaign to achieve marketing results.

Think Castle Lager's Heartbeat of the Nation

Jury Panel: Marketers Panel



PUBLISHING

Individual, team or publisher entries for excellence in online publishing. This category is only for non-paid, non-commercial content published in accordance with the Press Code.

5. PUBLISHING	MATERIALS & CRITERIA
<p>PUB01: Publisher Sites (Mass Appeal)</p> <p>News or feature publishing sites intended to distribute information to a mass audience for non-brand purposes.</p> <p><i>Think Daily Maverick, BusinessTech or TimesLIVE.</i></p> <p>Jury Panel: Publishers Panel</p>	<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p> <p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (40%) ● Innovation & technical accomplishment (30%) ● Meeting or exceeding business goals and results (30%) <p>Previous entrants:</p> <p>Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p> <p>Points awarded:</p> <p>Yes. Please refer to the ranking methodology once the entries are open on 1 March 2022.</p>
<p>PUB02: Publisher Specialist Sites or Features</p> <p>Permanent or temporary news or feature sites intended to distribute information to a niche audience, meaning it is aimed at communities of interest or geographic niche audiences, or for specific events or themes.</p> <p><i>Think a matric results website, an election website or a specialist food site.</i></p> <p>Jury Panel: Publishers Panel</p>	
<p>PUB04: Email Newsletters & Marketing</p> <p>Editorial content distributed via email in innovative, highly effective and creative use, or other publisher-produced editorial marketing campaigns via email.</p> <p>Jury Panel: Publishers Panel</p>	
<p>PUB05: Social Media Content & Campaigns</p> <p>Innovative, highly effective and creative use of social media platforms for the publication of news content or for other publisher-produced editorial marketing campaigns.</p> <p>Jury Panel: Publishers Panel</p>	



<p>PUB07: Data Strategy, Content & Campaigns</p> <p>Innovative, highly effective and creative use of data visualisations, infographics and other forms of data journalism in news reporting; in publisher-produced editorial marketing campaigns; or in internal applications such as data dashboards and reports.</p> <p>Jury Panel: Publishers Panel</p>	
<p>PUB08: Video Content & Campaigns</p> <p>Innovative, highly effective and creative use of video in news reporting or in other publisher-produced editorial marketing campaigns.</p> <p>Jury Panel: Publishers Panel</p>	
<p>PUB09: Live Event Content</p> <p>Innovative, highly effective and creative use of the digital medium to cover a live news event (including sports events) in any combination of reporting, multimedia, social media and more.</p> <p>Jury Panel: Publishers Panel</p>	
<p>PUB10: Audio Content & Campaigns</p> <p>Innovative, highly effective and creative use of audio in news reporting, podcasting or in other editorial marketing campaigns.</p> <p>Jury Panel: Publishers Panel</p>	
<p>PUB11: Publisher Innovation</p> <p>A unique new digital news product or content presentation method – anything not yet done in the South African media – or an innovative upgrade to an existing news product such as a website or an app.</p> <p>Jury Panel: Publishers Panel</p>	



<p>PUB12: Publisher Brand-Building Campaigns</p> <p>Any digital campaign designed to develop or promote a publisher’s own digital brands (can include online PR, live online event content, online reader engagement initiatives).</p> <p>Jury Panel: Publishers Panel</p>	
<p>PUB13: Publisher Monetisation</p> <p>Innovative, highly effective and creative use digital publisher initiative designed to support the publisher’s revenue goals, including all forms of paywalls, memberships, sponsorships, new advertising formats etc.</p> <p>Jury Panel: Publishers Panel</p>	

CAMPAIGN

Work in this category should demonstrate excellence in digital campaign work, creating compelling and innovative digital marketing that delivers business results.

6. CAMPAIGN	MATERIALS & CRITERIA
<p>CAM01: Digital Campaign Strategy</p> <p>Excellence in digital strategic thinking and planning. The winner will demonstrate the ingenuity of the strategy (NOT the work) and how it led to success.</p> <p>Jury Panel: Marketers Panel</p>	<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p> <p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence (40%) ● Innovation & technical accomplishment (30%) ● Meeting or exceeding business goals and results (30%) <p>Previous entrants:</p> <p>Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria.</p> <p>Points awarded:</p> <p>Yes. Please refer to the ranking methodology once the entries are open on 1 March 2022.</p>
<p>CAM03: Digital Integrated Campaign</p> <p>Excellence in digital marketing campaign that uses exclusively digital channels to achieve marketing results.</p> <p>Immersive large- or small-scale digital experiences and events which are set up to engage and strengthen relationships with the consumer. This can include, but is not limited to VR, AR, installations, motion chairs, multi-screen and multi-dimensional experiences.</p> <p>Jury Panel: Marketers Panel</p>	
<p>CAM04: Mobile Campaign</p> <p>Campaign run primarily through mobile channels. Consider innovation for Activation by Location. Make sure that the entry clearly focuses on mobile as a critical part of the campaign.</p> <p>Jury Panel: Marketers Panel</p>	
<p>CAM05: Best Use of Data</p> <p>A marketing campaign which has used data in an interesting, groundbreaking way in achieving its success. Entrants must show how data formed the backbone of the campaign.</p> <p>Jury Panel: Performance Marketing Panel</p>	



<p>CAM06: Integrated Mixed Media Campaign</p> <p>A marketing campaign that uses digital, as well as non-digital channels, to achieve a marketing goal.</p> <p>Jury Panel: Marketers Panel</p>	
<p>CAM07: Break Through on a Budget</p> <p>A marketing campaign with creative use of modest budgets and / or resources to create maximum impact. Need to focus on effectiveness and ROI.</p> <p>Jury Panel: Marketers Panel</p>	
<p>CAM08: Branded Content</p> <p>A marketing campaign including brand placement within a digital content context to promote a product or service, where the content remains the hero.</p> <p>Jury Panel: Marketers Panel</p>	



CRAFT AWARDS

Work in this category celebrates technical artistry. Entrants must show digital work with flawless design, masterful execution and outstanding user experience. This category judges the work, not the individual.

7. CRAFT AWARDS	MATERIALS & CRITERIA
<p>CRF01: Excellence in Craft: Marketing Copywriting</p> <p>For an excellent piece or body of copywriting work on a marketing campaign. This category cannot receive entries from multiple years.</p> <p>Jury Panel: Publisher Panel</p>	<p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary ● Results document <p>Optional</p> <ul style="list-style-type: none"> ● URL ● Video ● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p> <p>Category Criteria</p> <ul style="list-style-type: none"> ● Creative excellence & Quality of work produced (60%) ● Innovation & technical accomplishment (40%) <p>Previous entrants:</p> <p>Please specify the updates and provide meaningful evidence of what has changed and improved across the above criteria. Please note that CRF01, CRF03, CRF06, and CRF08 cannot be entered in over multiple years.</p> <p>Points awarded:</p> <p>Yes. Please refer to the ranking methodology once the entries are open on 1 March 2022.</p>
<p>CRF03: Excellence in Craft: Research</p> <p>For excellent research that delivered a new insight that enhanced a campaign or publication. This category cannot receive entries from multiple years.</p> <p>Jury Panel: Marketers Panel</p>	
<p>CRF04: Excellence in Craft: Interface Design</p> <p>For excellence in graphic and UI design, as distinct from UX design. The overall achievement in aesthetic composition and fluidity of graphic digital design.</p> <p>Jury Panel: Builders Panel</p>	



CRF05: Excellence in Craft: Software, Coding & Tech Innovation

Individual or team award for demonstrable excellence and innovation in coding or use of technology in an online campaign or platform. Special attention to be weighted to the inventive use of an existing or new technology or group of technologies in order to enhance the user experience and / or brand communication. This can include, but is not limited to, smart automation, apps, on demand services, content crowd-sourcing, cloud services and market places.

Jury Panel: Innovative Engineers Panel

CRF06: Excellence in Craft: Strategy

For demonstrable excellence in strategic thinking. Entries in this category will be judged on how the strategy unlocked insights and understanding of consumer behaviours/needs in order to develop a customised media strategy to meet a client's specific business objectives, marketing goals and overall brand's positioning.

This category cannot receive entries from multiple years.

Jury Panel: Marketers Panel

CRF07: Excellence in Craft: UX

For excellence in UX design, as distinct from UI design. Focusing on design practice on the emotional and behavioural response to a digital product of service resulting in a relevant, seamless and consistent user experience at every point of interaction, with particular focus on the overall support, structure and usability.

Jury Panel: Builders Panel

CRF08: Excellence in Craft: Online Video / Moving image

Creative use of online video and digital footage with technical skill involved, including 360 and interactive video. This category cannot receive entries from multiple years.

Jury Panel: Marketers Panel

CRF09: Excellence in Craft: Social Media Community Management

For excellent community management or social media engagement with demonstrable results.

Jury Panel: Social, Community and Influencer Marketing Panel.

CRF10: Excellence in Craft: Digital Media

For best and most innovative use of paid digital media (including organic search).

Jury Panel: Performance Marketing Panel

CRF11: Excellence in Craft: use of Sound

For best and most accomplished use of music and/or sound in a digital application, site, video or installation including sonic branding, music/brand partnership, and music-initiated campaigns etc.

Jury Panel: Marketers Panel

CRF12: Excellence in Craft: Interactive Design

For excellence in experiential, Augmented Reality and Virtual Reality and game design, resulting in entertaining experiences for users. Including but not limited to immersive systems, video mapping, window on world systems (WoW) and telepresence.

Jury Panel: Innovative Engineers Panel



<p>CRF13: Excellence in Craft: Voice Experience Design</p> <p>For creative design practice centred around the use of voice assistants or conversational design using voice user interfaces. A demonstration of clear understanding of how people naturally communicate with their voices and evidence of sophisticated design for voice interaction, experience and services supporting the marketing process.</p> <p>Jury Panel: Innovative Engineers Panel</p>	
<p>CRF14: Excellence in Craft: Digital Content Marketing</p> <p>An excellent digitally-led strategy and execution that showcases innovative content marketing. Ground-breaking, first-of-its-kind work that demonstrates content marketing excellence and far outshines anything in the market.</p> <p>Jury Panel: Marketers Panel</p>	



SPECIAL HONOURS

Work in this category celebrates the best individuals and organisations in our digital marketing industry.

8. SPECIAL HONOURS	MATERIALS & CRITERIA
<p>HON01: Best Digital Student</p> <p>Best student studying a digital marketing course at an institution, including digital marketing and related disciplines such as UX.</p> <p><i>Think top students at AAA, Red & Yellow or UJ.</i></p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <p>Quality of work submitted.</p> <ul style="list-style-type: none"> ● Demonstrate potential. ● Demonstrate innovative, and creative digital thinking. <p>Compulsory</p> <ul style="list-style-type: none"> ● One-pager Summary Please include bio, LinkedIn Profile ● Testimonials to support above rationale with contact email address <p>Optional</p> <ul style="list-style-type: none"> ● Overview entry video <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>
<p>HON02: Best Digital Youngster</p> <p>Best person under 28 who has made a significant contribution to digital marketing this year through their work (can be agency, publisher or other).</p> <p>Jury Panel: Special Honours Panel</p>	





<p>HON04: Best Marketer</p> <p>Individual in a brand who most supports, encourages and who has achieved critical marketing and business objectives using digital marketing channels and strategically accessing digital audiences effectively.</p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none">● Clear evidence of support for innovative, creative digital work.● Clear evidence of support for achieving marketing objectives through innovative, creative digital spend.● Where possible, include evidence of achieving business objectives through the use of digital marketing. <p>Compulsory</p> <ul style="list-style-type: none">● One-pager Summary Please include bio, LinkedIn Profile● Testimonials to support above rationale with contact email address <p>Optional:</p> <ul style="list-style-type: none">● Overview entry video <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>
<p>HON05: Best Technologist</p> <p>Best IT leader, specialist or individual who most supports, encourages and succeeds using digital channels through their use of technology and digital enablement..</p> <p><i>Think CTO or CIO.</i></p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none">● Clear evidence of support for innovative, creative digital work.● Where possible, include evidence of achieving marketing and/or business objectives through achievements. <p>Compulsory</p> <ul style="list-style-type: none">● One-pager Summary Please include bio, LinkedIn Profile.● Testimonials to support above rationale with contact email address. <p>Optional:</p> <ul style="list-style-type: none">● Overview entry video <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>



<p>HON06: Best Contribution to Transformation in the Digital Industry</p> <p>Organisation or person who has made the most convincing contribution to growing diversity in the digital marketing industry in line with overall goals for an integrated South Africa. This could be through any meaningful mechanism ranging from ownership to participation.</p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none">● Clear evidence of support for and success in transforming the digital industry to be more representative in terms of culture, race and gender. <p>Compulsory</p> <ul style="list-style-type: none">● One-pager Summary <p>Please include resources to support rationale.</p> <ul style="list-style-type: none">● Testimonials to support above rationale with contact email address <p>Optional:</p> <ul style="list-style-type: none">● Overview entry video
<p>HON07: Pixel for Purpose</p> <p>Awarded to a piece of work (site, app, publication or any other digital piece) that made a significant positive impact which reflects long term sustainable change.</p> <p>The winner will have conclusively proven that the idea worked.</p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none">● Campaign strategy.● Creative excellence.● Evidence of purposefulness (making the world a better place).● Evidence of meaningful change/new features (for previous entrants).● Meeting of business goals & results (please provide clear evidence). <p>Compulsory</p> <ul style="list-style-type: none">● One-pager Summary● Results document <p>Optional</p> <ul style="list-style-type: none">● URL● Video● Images <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>



<p>HON11: Best Individual Contribution to Digital Marketing</p> <p>Person who has made the greatest contribution to the digital marketing industry in SA (agency, publisher, brand or other). IAB Chairperson and CEO not eligible.</p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none">● Evidence of innovation and championing digital (marketing, publishing, brand or other) and furthered the success of the digital industry in South Africa. <p>Compulsory</p> <ul style="list-style-type: none">● One-pager Summary Please include bio, LinkedIn Profile● Testimonials to support above rationale with contact email address <p>Optional:</p> <ul style="list-style-type: none">● Overview entry video <p>Please read supporting material guidelines for more information about submission requirements, detailed formats and the submission process.</p>
<p>HON12: Best Direct Brand or Online Business</p> <p>A company that was born in digital and enabled by technology to build their business through direct customer relationships and non-traditional, non-linear supply chains, where revenue results from the direct relationships between the company and its customers.</p> <p><i>Think UCook, onedayonly, Birchbox, YuppieChef. The business does not only need to live online.</i></p> <p>Jury Panel: Special Honours Panel</p>	<p>Category Criteria</p> <ul style="list-style-type: none">● Overall excellence in direct customer relationships through digital.● Evidence of growth of customer acquisition through technology and online communities.● Evidence of rapid & responsive product development through online feedback loops.● Evidence of user generated content and peer referrals (preferably demonstrating effect on increased sales). <p>Compulsory</p> <ul style="list-style-type: none">● One-pager Summary Please include bio, LinkedIn Profile● Testimonials to support above rationale with contact email address <p>Optional:</p> <ul style="list-style-type: none">● Overview entry video



<p>HON03: Digital Brand of the Year</p> <p>Based on performance in the 2022 Bookmark Awards and does not require a brand to enter.</p>	<p>Category Criteria</p> <p>Points earned in The 2022 Bookmark Awards.</p>
<p>HON08: Best Publisher</p> <p>Based on performance in the 2022 Bookmark Awards and does not require a publisher to enter.</p>	<p>Category Criteria</p> <p>Points earned in The 2022 Bookmark Awards.</p>
<p>HON10: Best Digital Agency</p> <p>Based on performance in the 2022 Bookmark Awards and does not require an agency to enter.</p>	<p>Category Criteria</p> <p>Points earned in The 2022 Bookmark Awards.</p>