



the **BK**
MKS
22



Proposal for Sponsorship

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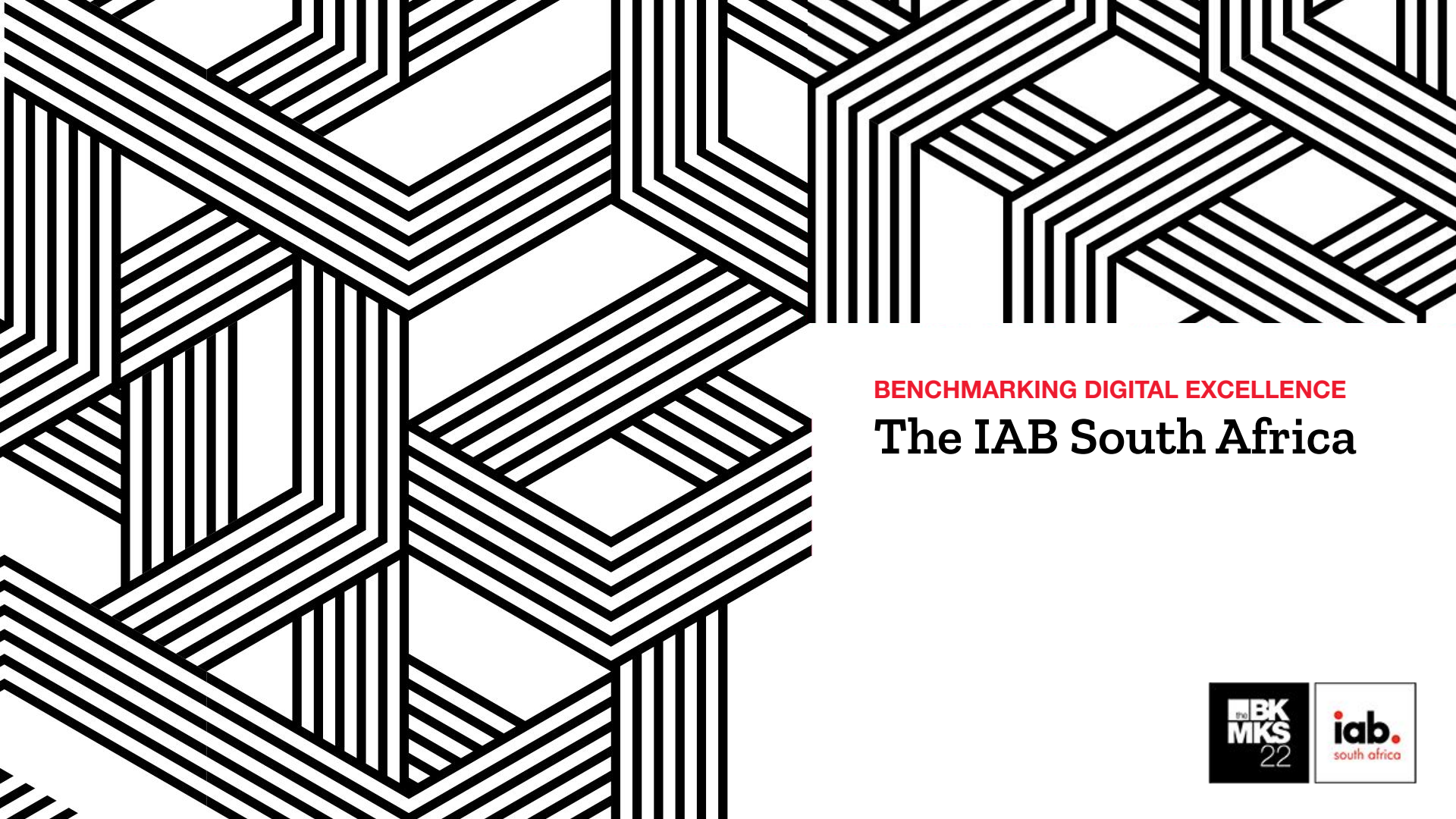
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BENCHMARKING DIGITAL EXCELLENCE
The IAB South Africa





The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities.

The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers and the wider business community on the importance of digital marketing.

The IAB strives to consistently and systematically safeguard and propel the lasting success of our members.



THE IAB HAS IDENTIFIED FIVE KEY PRIORITIES THAT MUST BE RESOLVED FOR THE LONG-TERM HEALTH OF THE INTERACTIVE ADVERTISING INDUSTRY.



BUILDING BRANDS DIGITALLY

Lead brands to embrace the new digital media mix by making it easier to buy, sell, create, deploy, and measure engaging digital advertising.



PUTTING USERS FIRST

Guide standards that provide choice for marketers, content providers, and consumers, and optimize user experiences.



MAKE MEASUREMENT MAKE SENSE

Create a consistent approach to measuring and assessing digital media, empowering marketers to create powerful cross-screen branding campaigns based on educated decisions and accountable investments.



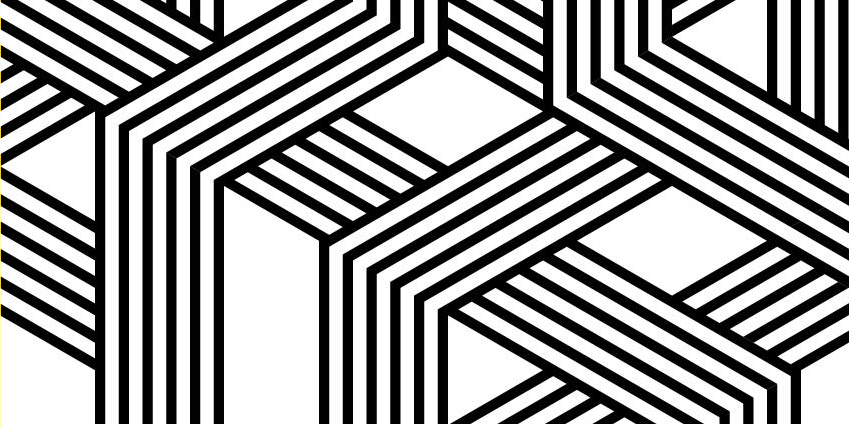
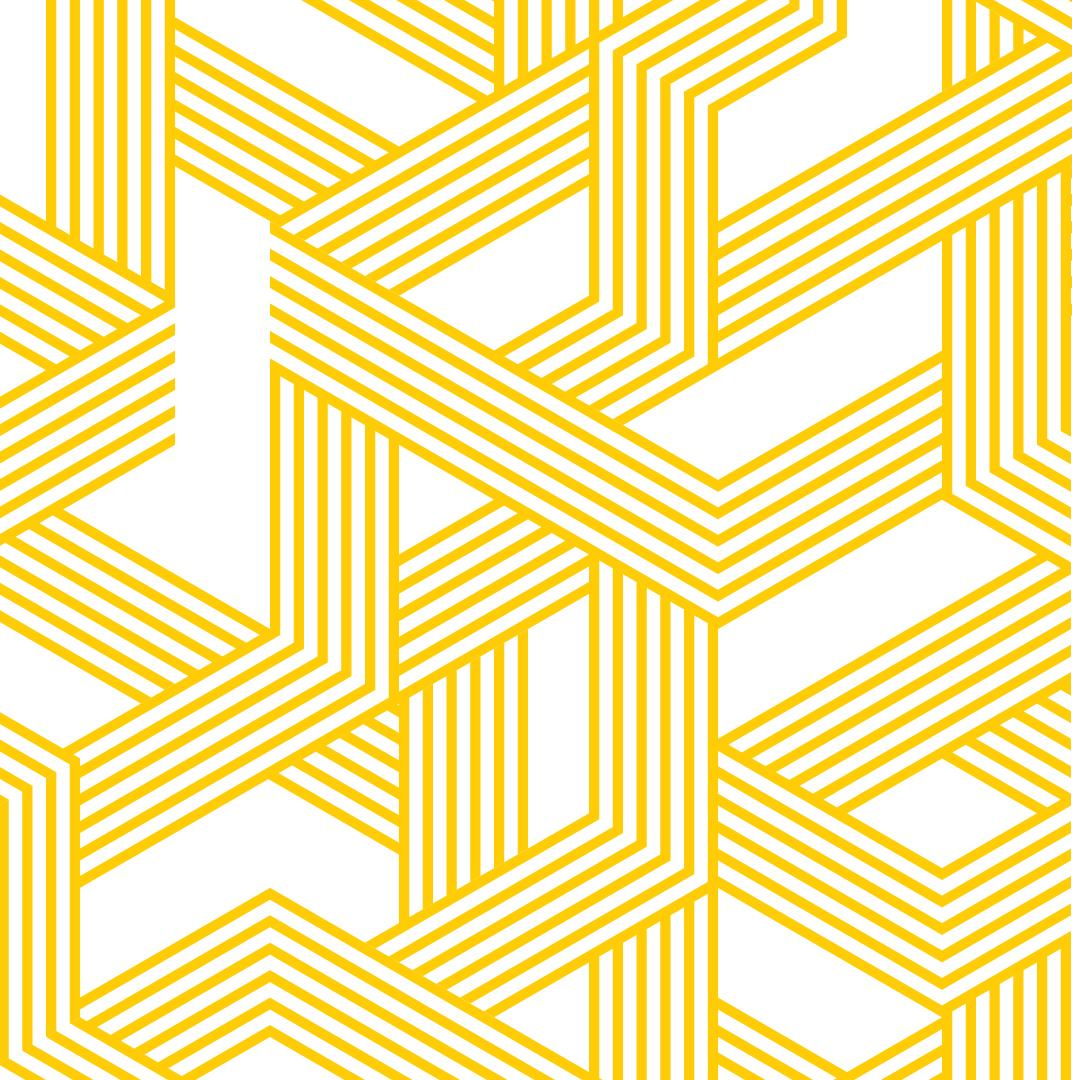
PUBLISHER TRANSFORMATION

Ensure the value of publishers' audiences are realized, and diversified revenue streams are commonplace.



TRUSTWORTHY DIGITAL SUPPLY CHAIN


Provide a transparent, liquid, and safe marketplace for digital advertising and marketing transactions.



MOVING THE INDUSTRY FORWARD

The Bookmark Awards 2022





The Bookmark Awards, as the platform to benchmark digital media and marketing excellence, has always celebrated innovation, creativity and effectiveness. **It is the unrivalled benchmark of local digital advertising excellence.**

But as the world of advertising has shifted, digital has grown and changed, digital is no longer in its adolescence celebrating tactical sparks, it is a serious channel that delivers real business results.

The Bookmarks stands for more than just great digital work. **The IAB SA Bookmark Awards is the flagship to drive digital change.**

Winning a Bookmark Award is recognition of work that helps move our industry forward.



the **BOOKMARKS** 2022



14 YEARS

of recognizing and rewarding digital excellence for the industry by the industry.



OVER 7000 ENTRIES RECEIVED

from agencies, publishers and brands, that demonstrate how digital moves business forward.



OVER 1000 INDUSTRY EXPERTS

and specialists to set the benchmark for digital excellence in the industry.



OVER 50 000 HOURS OF JUDGING

across multiple categories to review case studies that beat the benchmark in digital.



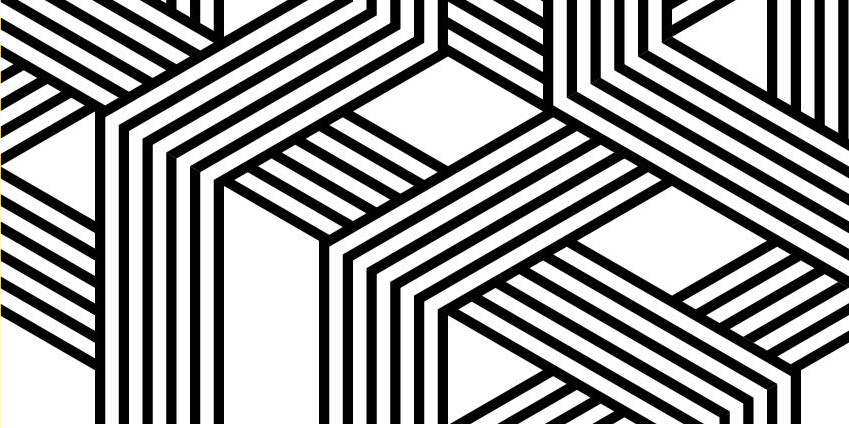
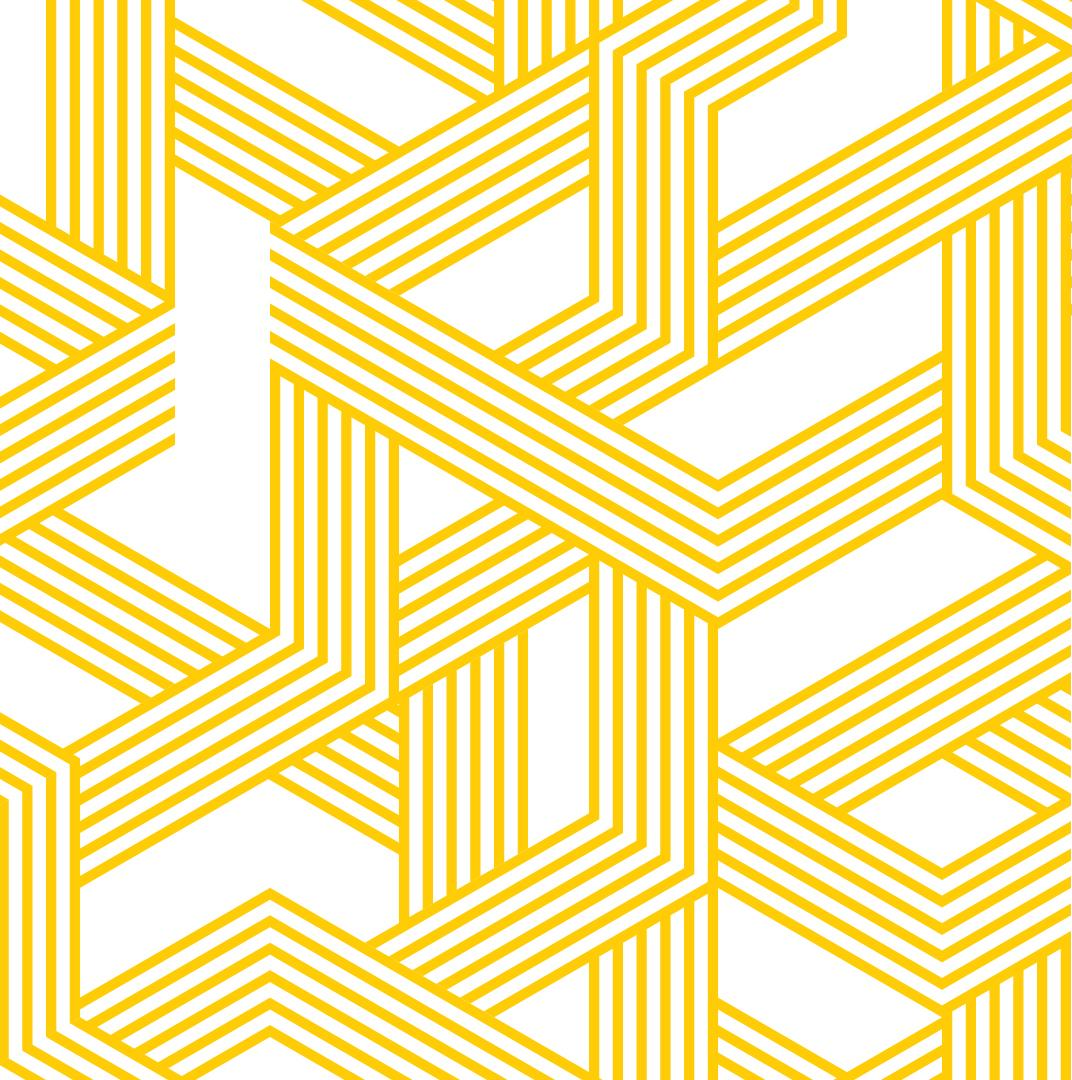
OVER 10 000 ATTENDEES

to celebrate digital excellence achieved by the industry.



OVER R50 MILLION IN MARKETING AND PR VALUE

demonstrating the work that works and beats the benchmark in digital to move the industry forward.



MOVING THE INDUSTRY FORWARD

The Role of The Bookmark Awards in the IAB



The role of the Bookmark Awards in the IAB is achieved through the following three key objectives



TO SHOWCASE THE BEST WORK & TALENT IN THE
INDUSTRY.



TO DEFINE WORK WE SHOULD ASPIRE TO.
WORK THAT WORKS.



A PLATFORM FOR FOCUSED LEARNING & IMPROVEMENT.



RELEVANT IAB PLATFORMS AND PROGRAMMES *

<p>To showcase the best work & talent in the industry</p>	<p>BMA 2022</p>	<p>IAB Centre of Excellence Series</p>	<p>IAB PLAY</p>
<p>To define work we should aspire to. Work that works</p>	<p>Insight Series</p>	<p>IAB Open Source & white papers</p>	<p>IAB Benchmarking Study</p>
<p>A platform for focused learning & improvement</p>	<p>Decoding Digital Series</p>	<p>IAB Trusted Brand Round Tables</p>	<p>IAB Learning</p>

* Please see annexure 1 for more detail on each of these platforms / programmes

In review of the IAB global and local platforms, programmes and products to move digital forward in 2022, alongside IAB member feedback and key IAB and BMA council and committee 2022 deliverables, the following 10 areas have been identified as key pillars for the year ahead:



Embracing the Future of Business



Podcast: Media, Marketing & Advertising



E-Commerce: Media, Marketing & Advertising



Voice Search: Media, Marketing & Advertising



Focus on Youth: Media, Marketing & Advertising



Data & Personalisation: Media, Marketing & Advertising



Celebrating Success: Women in Digital Marketing



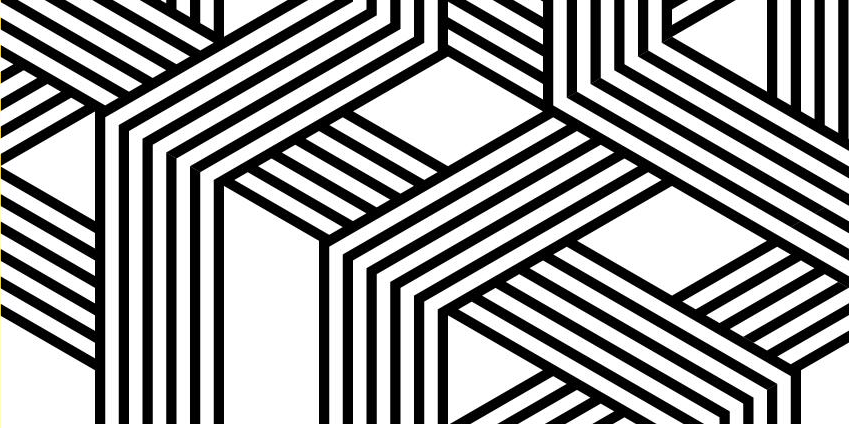
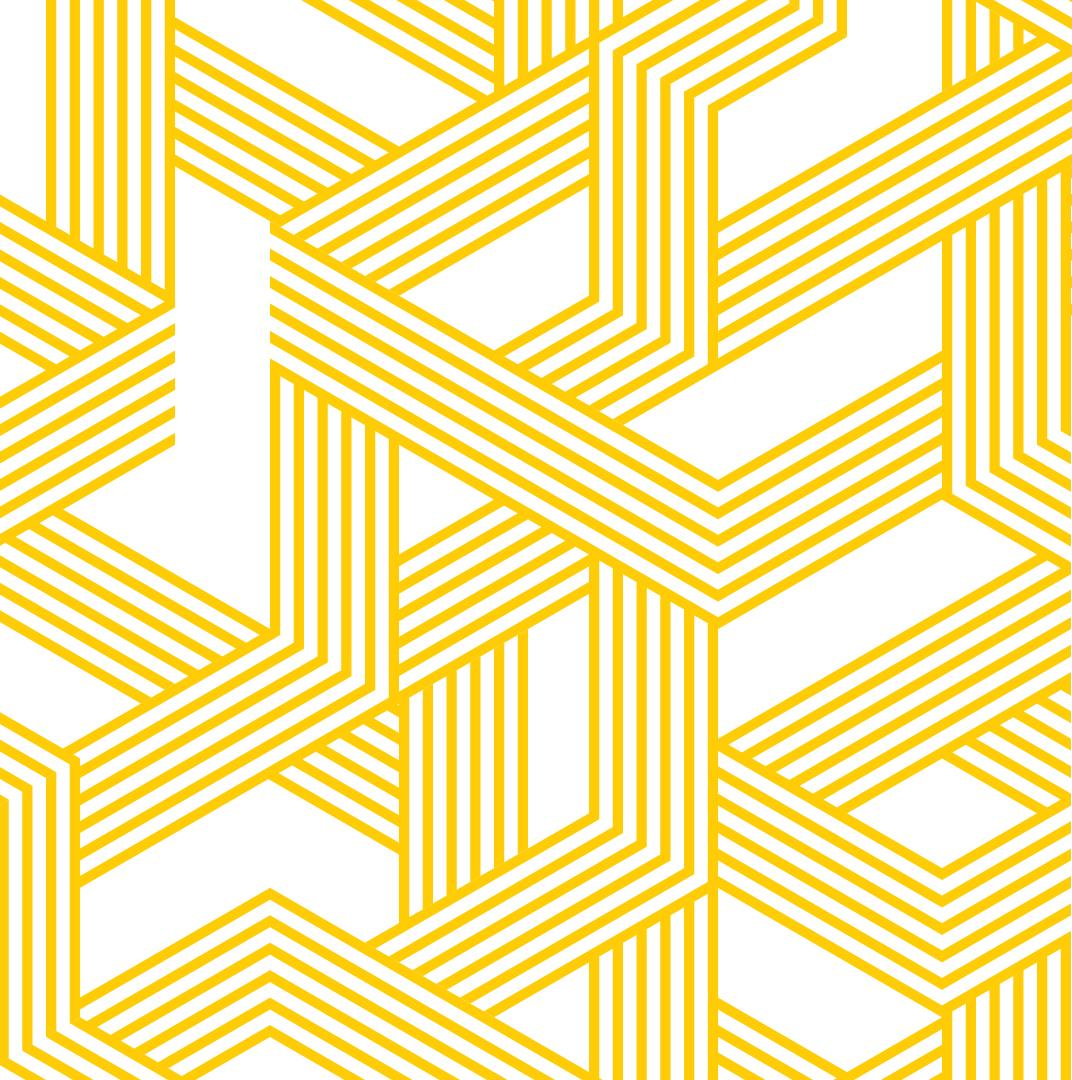
Digital Out of Home, Omni-Channel Marketing



Email and WhatsApp: Media, Marketing & Advertising



Cookie-less Media, Marketing & Advertising




PROPOSAL FOR PARTNERSHIP

The Opportunity



An overview of partnership opportunities with a special note that IAB SA members receive a **5% discount** across all partnership fees.

	BMA CAMPAIGN & SHOWCASE PROGRAMME	Naming rights Partner.....R500 000
		Category Partner.....R100 000
	BMA SHOWCASE 28 JULY 2021	Category Partner.....R50 000
		Experience Partner.....R30 000



Naming Rights Partnership

R500 000 excl VAT

BMA 2022 CAMPAIGN & SHOWCASE PAID PARTNERSHIP INCLUDES

- Naming rights ownership for the 6 month BMA 2022 Campaign pre-awards
- Naming rights ownership for the (currently hybrid) event on the 28 July 2022
- Logo and link to site on Bookmarks Website
- Brand mention and link to site on all BMA 2022 e-mail communication
- Brand mention and quote from company executive in relevant press release
- Logo on BMA 2022 virtual experience platform
- Logo in BMA 2022 event intro animations and thank you slide
- Featured brand bug on relevant in-show screens
- Category sponsorship of the Special Honours Awards Category
- 20 virtual tickets to the awards
- 1 x Centre of Excellence email paid partnership



Category Partnership

R100 000 excl VAT

BMA 2022 CAMPAIGN & SHOWCASE PAID PARTNERSHIP INCLUDES

- Logo and link-to-your-site on Bookmarks Website
- Brand mention on all BMA 2022 e-mail communication and relevant press boilerplates
- Category sponsorship of your category of choice (except the Special Honours Awards Category, which is reserved for the headline sponsor)
- Featured brand bug on relevant in-show screen
- Logo in BMA 2022 showcase thank you slide
- Insights webinar speaker space and brand alignment in designated Category content
- 10 virtual tickets to the awards



BMA Event: Category Partnership

R50 000 excl VAT

virtual awards event on **28 July 2022**

BMA 2022 SHOWCASE ONLY PAID PARTNERSHIP INCLUDES

- Logo and link-to-your-site on Bookmarks Website
- Brand mention on all relevant BMA 2022 e-mail communication and relevant press boilerplates
- Category sponsorship of your category of choice (except the Special Honours Awards Category, which is reserved for the headline sponsor)
- Logo in BMA 2022 showcase thank you slide
- 4 virtual tickets to the awards



BMA Event: Experience Partnership

R30 000 excl VAT*

virtual awards event on **28 July 2022**

BMA 2022 SHOWCASE ONLY PAID PARTNERSHIP INCLUDES

- Logo and link-to-your-site on Bookmarks Website
- Brand mention on all relevant BMA 2022 e-mail communication and relevant press boilerplates
- Opportunity to add value to the experience to the awards virtual and or physical audience

*Excludes product or cost of delivery



BMA Event: Showcase Feature Opportunities*

virtual awards event on **28 July 2022**

Feature Opportunity	Naming Rights Sponsor	2nd Tier Sponsor
Logo Bug Logo to feature as part of a logo bug in top right hand corner of screen for a specified length of time.	Sponsor logo visible for 40 seconds of every 2 minutes of broadcast (16.7% of 2min) Incl. in package	Sponsor logo visible for 8 seconds of every 2 minutes of broadcast (6.7% of 2min) R50 000
30" Airtime Featured once during the awards showcase (lineup TBC)	R30 000	R30 000
15" Airtime Featured once during the awards showcase (lineup TBC)	R15 000	R15 000

*Excludes VAT, product or cost of delivery



Additional Sponsorship Opportunities

Showcasing the best work & talent in the industry

IAB Centre of Excellence Series (Mailer / video)	Embracing the Future of Business	Naming rights partner for 1 x selected COE <u>mailer</u> of choice R15 000 excl VAT
	Podcast: Media, Marketing & Advertising	
	E-commerce: Media, Marketing & Advertising	
	Voice Search: Media, Marketing & Advertising	1 paid partnership segment in selected COE <u>mailer</u> of choice R3 500 excl VAT
	Focus on Youth: Media, Marketing & Advertising	
	Data and Personalisation: Media, Marketing & Advertising	
	Celebrating Success: Women in Digital Marketing	Paid partnership <u>video insert</u> on IAB PLAY (Video series on IAB SA Youtube channel playlist) R5000 excl VAT
	Digital Out of Home, Omni-Channel Marketing	
	Email and WhatsApp: Media, Marketing & Advertising	
	Cookie-less Media Marketing & Advertising	



Additional Sponsorship Opportunities

To define work we should aspire to: work that works.

IAB SA Open Source & White papers	Digital Audio Marketing	Cost per paper “Brought to you by...” R45 000 excl VAT
	Digital Content Marketing	
	Digital Landscape	
	AdSpend	
	Ad Fraud	
IAB SA Benchmarking Study	Sponsored paper “Brought to you by...” R120 000 excl VAT	
	Paid partnership (contributor) R15 000 excl VAT	



Additional Sponsorship Opportunities

To define work we should aspire to: work that works.

IAB SA Insight Series	Embracing the Future of Business	FULL SERIES Paid Partnership R200 000 excl VAT
	Podcasts for Media, Marketing & Advertising	
	E-Commerce for Media, Marketing & Advertising	
	Voice Search: Media, Marketing & Advertising	
	Focus on Youth: Media, Marketing & Advertising	EPISODE Paid Partnership R27 500 excl VAT or R16 500 excl VAT for Segment Sponsorship
	Data & Personalisation: Media, Marketing & Advertising	
	Celebrating Success: Women in Digital Marketing	
	Digital Out of Home, Omni-Channel Marketing	
	Email and WhatsApp: Media, Marketing & Advertising	
	Cookie-less Media, Marketing & Advertising	




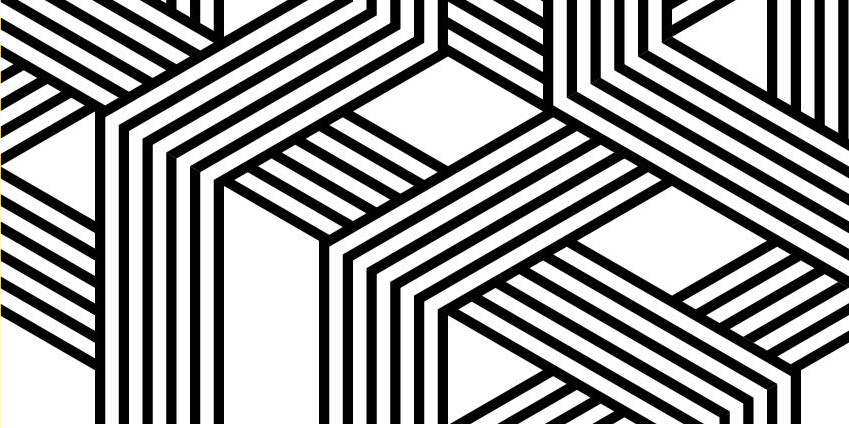
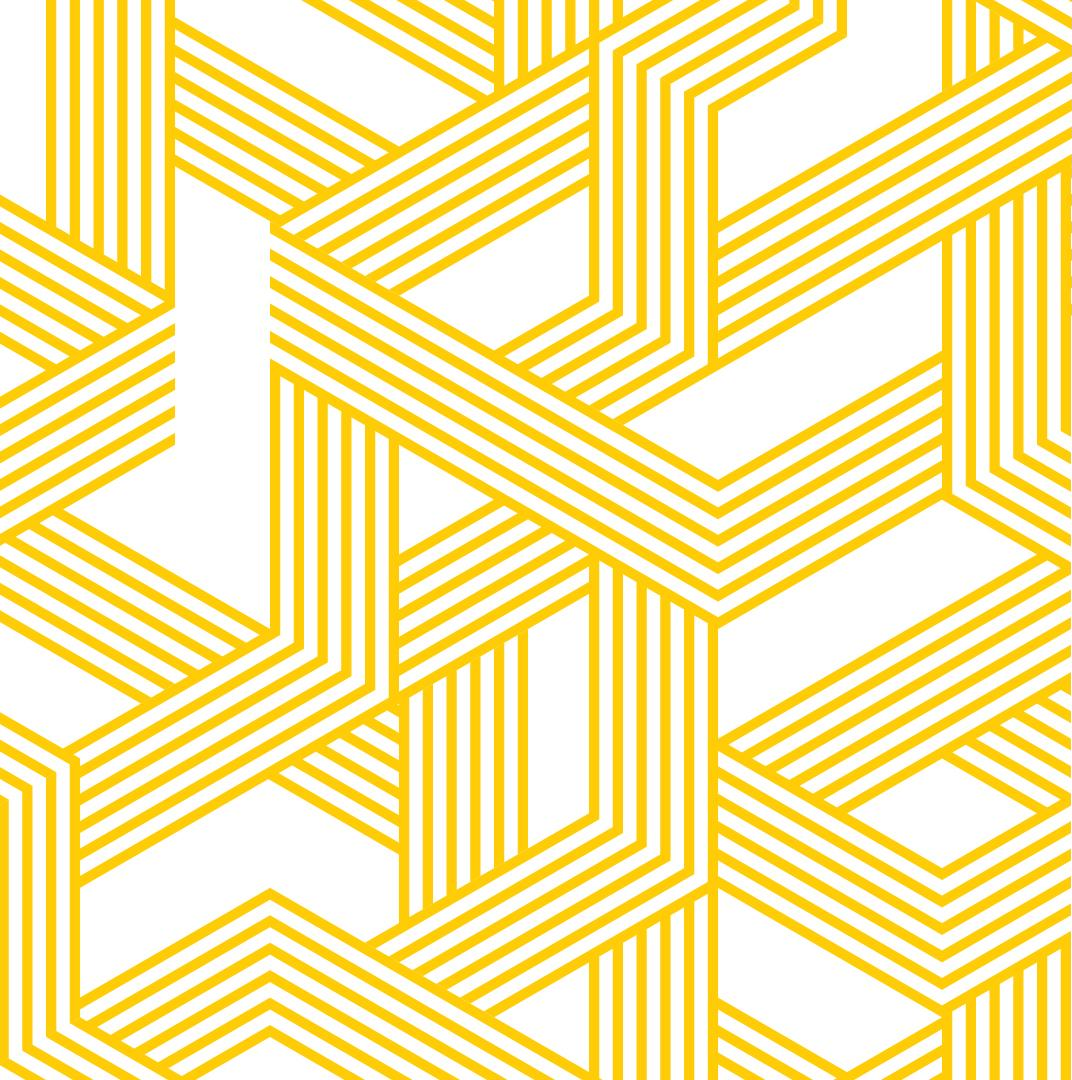
Additional Sponsorship Opportunities

A platform for focused learning & improvement.

IAB SA Decoding Digital Podcast Series	Big ideas in digital spaces: how to reach consumers online	Naming rights partner for <u>full Podcast Series</u> R85 000 excl VAT
	How long is your content? Keeping consumers interest	
	Social Media landscape or land mine? How brand should behave	
	Diversity & inclusion: why we need different heads around the table	
	Performance: how to make work, work	
	Awards: Ready to win?	3-Part bundle R30 000 excl VAT OR 1 Episode only R12 500 excl VAT
	Creative code: technology and coding vs open source	
	Data: a good word say or a great thing to do	
	Innovation: how to keep up	
	Awards: why it worked	

2022 Timeline

1 February 2022	Announce updated categories and criteria for 2022
1 February 2022	Nominations for Jury Chairs and Jury Panels open
22 February - 6 May 2022	Entries open
1 March 2022	Announce Jury Chairs
30 March 2022	Announce Jury Panels
23 May - 6 June 2022	Round 1 judging
17 June 2022	Finalists announced
23 and 24 June 2022	Round 2 judging
28 July 2022	 The logo for 'the BOOKMARKS2022' features the word 'the' in a small black box, followed by 'BOOKMARKS' in a large, bold, black sans-serif font, and '2022' in a smaller, black sans-serif font.



PREVIOUS BOOKMARK AWARD SHOWS:
2020 | 2021

Archive



the **BOOKMARKS** 2021

Watch the full show on [IAB SA Youtube](#)

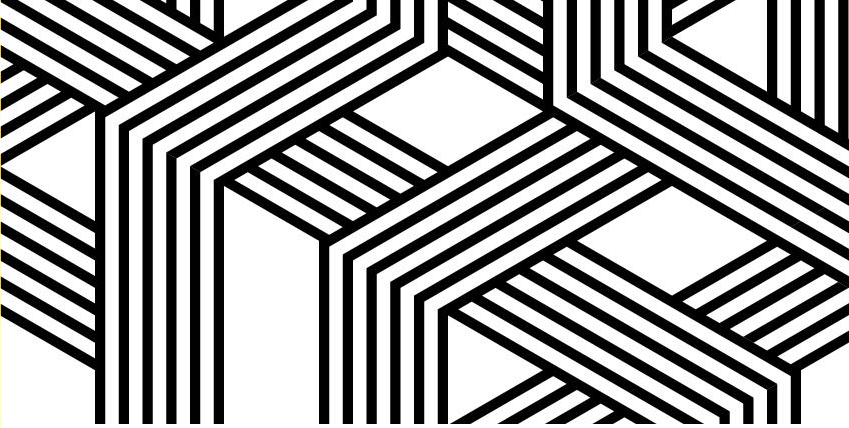
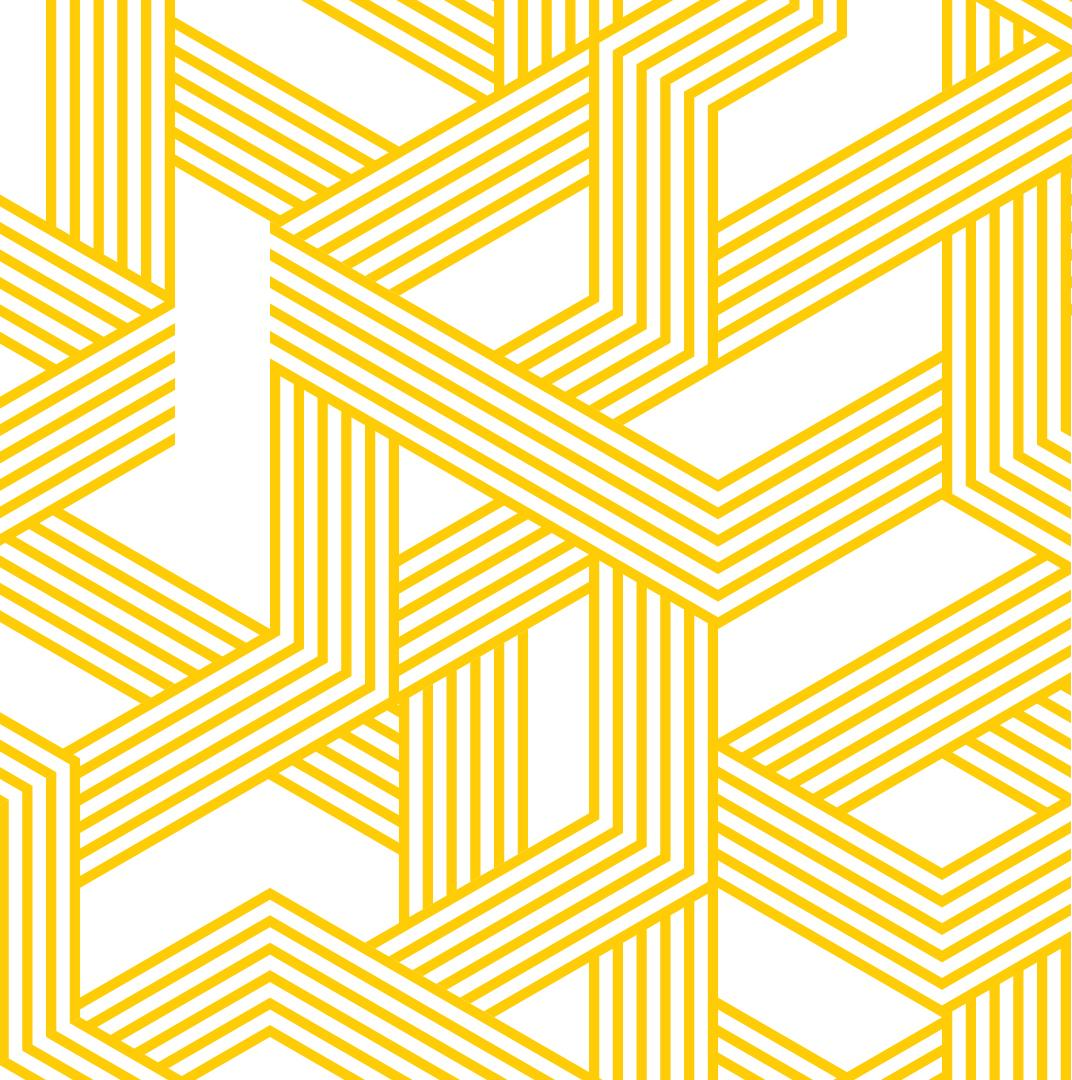


the **BOOKMARKS**2020

At the start of the Covid-19 Pandemic, the 2020 Bookmark Award winners were announced by instagram stories.

Watch the full show on [IAB SA Instagram Stories](#)





DEFINITIONS OF PROGRAMMES,
PLATFORMS AND PRODUCTS

Annexure 1





THE BOOKMARK AWARDS

The 14th Annual Bookmark Awards will be hosted on Thursday the 28th of July 2022 and celebrates the best work and talent in the industry. With over 120 categories to recognize and reward the opportunity to excel in business through digital marketing, the 2022 BMA's is the flagship to drive digital change. Winning a Bookmark Award is recognition of work that helps move our industry forward. The 6 month programme timeline commences on 1 February 2022 with key milestones including jury nominations and announcements, category and entry announcements, as well as the 2022 finalists and winners press.

IAB CENTRE OF EXCELLENCE SERIES

This email lead series demonstrates the best in digital marketing within each of the 10 key focus areas identified by the IAB through industry collaboration. Each month highlights IAB guidelines, benchmarking and insights; IAB COE-partner services and BMA case studies to demonstrate the power of digital marketing to move the industry forward by showcasing the best work and talent in the industry.



IAB INSIGHT SERIES

2022 will be the fourth year of the IAB Insight Series. In 2020 we successfully moved the platform online with over 60 IAB members and leaders in the speaker line up, over 3000 registrations and 800 attendees and R160 000 online bursaries awarded. Attendance doubled in 2021. In 2022, the IAB Insights Series continues to bring you 60 minutes of insights, answers and take-aways with fellow industry leaders and learners every month, to help define work we should aspire to. Work that works, across the 10 key areas identified in collaboration with the industry for 2022.

IAB PLAY

This video lead series, hosted on the IAB SA Youtube channel showcases the best work and talent in the industry through amplification of the IAB SA Bookmarks finalists and winners in the 10 listed categories for 2022.

IAB LEARNING

IAB global have created a refreshed platform for online learning to improve and optimise your digital media and marketing skill requirements. From programmatic to a full digital marketing curriculum, the IAB endeavours to keep your skills up to date to move the industry forward.



IAB OPEN SOURCE

IAB Open Source is an IAB platform to support businesses to grow digital marketing through key digital marketing products and services via easy to access IAB SA Essential reading, IAB member content, IAB member learning offers within those products and services and much more – also acting as an additional IAB platform for IAB members to share their business services, products and offering. IAB open source demonstrates and defines the work we should aspire to. Work that works.

IAB BENCHMARKING STUDY

The IAB endeavors to demonstrate critical benchmarking facilities for the digital marketing industry. With over 13 years of data collected from over 7000 entries across 120 categories, 2022 will commence with our 10 key pillars and methodology to set the benchmark for digital marketing in this partnership study.



IAB DECODING DIGITAL SERIES

The IAB Benchmarking of Digital Excellence podcast released early 2022 with the objective of creating useful conversations around digital marketing – from upskilling, to what goes on in the judging rooms and interviews with “digital gurus”, the purpose is to empower those in the industry to utilise digital in the best way possible. IAB Decoding Digital is the second podcast series to decode key themes in digital marketing with members of the industry and is a platform for focused learning & improvement across the 10 key areas for 2022.

IAB TRUSTED BRAND ROUND TABLES

In line with the IAB SA connected culture and a platform to access experts and expertise, the IAB SA Brand Council commenced the IAB TBRT in 2019 and now entering our 4th year - the IAB SA Trusted Brands Round Tables are a invitational and safe space for brands to share challenges and ideas with fellow brands, in an open, transparent and safe discussion forum with the aim to provide our members with a platform where they can engage and interact with each other and address digital issues of common interest, thereby stimulating learning and growth within the South African digital space.

the **BOOKMARKS** 2022

we look forward to partnering with you

thebookmarks.co.za | iabsa.net