

# The Creative Circle announces its support of the Bookmarks

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The Bookmarks, South Africa's first award for creativity, usability and functionality in a digital medium, has been ratified by The Creative Circle, the official representative body for the creative advertising community in South Africa.

In a statement released this week, Rob McLennan, Chairperson of the Creative Circle, asserted that: "More than ever, digital communication is becoming a bigger and bigger component in all brand communication strategies. The advertising environment is changing fast, and there are more varied forms of communication and media than ever before. They all have to work together to give a unified brand image. Because of this, there has to be a much greater spirit of collaboration between the various creative industries of traditional advertising, design, digital, activation, production etc. And there has been a marked improvement in the manner the various disciplines work together.

"The Creative Circle are the official organisation representing and elected by the greater creative community. We're here to encourage and promote creative excellence that is relevant and meaningful in South Africa. In that spirit we are very happy to endorse the Bookmarks."

With this official kudos, the Bookmarks hopes to encourage agencies to enter dynamic digital designs in the categories of best digital advertising, best site, and best microsite. There is also a category for mobile advertising.

Nikki Cockcroft, of the Online Publishers Association (OPA), added, "The Creative Circle is the authority that awards advertising agencies for creative excellence. It was imperative that the Bookmarks received their endorsement, with it, we can assure agencies that their success in this forum will be recognised not only by the OPA, but by the advertising industry at large."

The first 26 agencies to enter will each receive full-sized, limited edition conquering flags which can be used to make your mark in the New World of Digital.

Semi-finalists will be announced on the 11th and 13th of November in Cape Town and Johannesburg respectively. Winners will be announced at a glittering function to be held at the Atlas Studio's in Johannesburg on the 13th November 2008.

Adtech, BBC.com and the SABC are all headline sponsors of the inaugural Bookmarks award.

To enter this first-of-its kind digital award, log onto [www.thebookmarks.co.za](http://www.thebookmarks.co.za). Entries close on the 31 October 2008.

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