

# The Bookmarks attracts an impressive line-up of international judges

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The Bookmarks has successfully attracted two internationally renowned digital experts who will assist in judging the inaugural awards: Johan Tesch, Creative Director of leading agency BBH, London; and Dick Buschman, founder and Strategic Director of Achtung!, Netherlands.

With recognised authorities at the helm, the Bookmarks will be able to benchmark South African digital creative against what is happening globally, and at the same time, provide local advertising creatives with valuable insight.

Johan Tesch, the multiple award-winning Creative Director for BBH London, has a long and successful history in digital creative design. Tesch hails from Scandinavia where he started Tesch and Tesch with his brother in 1996, still regarded as one of the region's best digital agencies. The agency became Lowe Tesch in 2002 and Tesch remained Creative Director. Here he worked on the notable SAAB digital account for which he won numerous awards, including a Gold Cyber Cannes. Tesch currently works across blue chip UK brands, including Johnny Walker, LG, AXE, KFC, OMO, and Robinson's.

Tesch has won numerous awards, including various Cannes Lions, Clio's, The One Show, Eurobest, Epica and The Golden Eggs. He has been a jury member at Cannes, Clio, London IAA, and The Golden Egg amongst others.

With an equally impressive resumé is the Bookmarks' second judge, Dick Buschman, founder and director of Achtung!, currently Europe's leading digital advertising agency. Buschman founded the Brand Communications division at Lost Boys/LBI Icon in 1999 where he was responsible for all strategic digital communication and worked across brands in the automotive, consumer and entertainment industries. In 2005, together with two partners, Buschman founded Achtung! which today handles all interactive campaigns for a bevy of leading brands, including MEXX, Bavaria Volkswagen, Flexa and Reebok.

Achtung! has won numerous awards, including Webby Awards, Cannes Lions, Best Euro's and in 2008 won the ultimate accolade, European Interactive Agency of the Year.

Buschman is also a highly regarded conference speaker, and also lectures at various universities. In 2004 he wrote the book *Brand Experiences* (Kluwer Publishing).

Both judges will talk on current digital trends and showcase some of their latest campaigns at The Bookmark Breakfasts to be held in both Cape Town (11th November 2008) and Johannesburg (13 November 2008).

Tickets cost R150.00 and are limited so be sure not to miss this opportunity. For Ticket enquiries, please contact Theresa Vitale on 011 454 3534, or email her on [theresa.vitale@iab.co.za](#), or Hayley Upson on 021 4879100 or email her on [hayley@iab.co.za](#).

Entries for [www.thebookmarks.co.za](http://www.thebookmarks.co.za) close on the 31 October 2008.

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.

Enter for The Bookmarks online at [www.thebookmarks.co.za](http://www.thebookmarks.co.za).

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