

Top 10 tips for crafting award-winning Bookmark 2018 entries

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As the deadline draws closer and entries are coming in, this is a reminder to all of you out there who have not yet submitted your entries for #Bookmarks2018 to do so.



To help you, here are some tips to be mindful of when submitting your entry:

1. Eliminate guess work - get to the point quickly. Be concise and explicit.
2. When submitting written content, make sure it is easy to read. Use clear headings.
3. No lengthy paragraphs! The judges need to work through *lots* of entries, so keep it short and to the point.
4. If you are entering more than one category - tailor each entry and state the relevance and brilliance per category.
5. When submitting creative elements, be sure to include the live links to the actual piece of work or storyboards explaining the hardware or tech.
6. (If providing a video) keep your case study video simple.
7. Only use the results directly related to the campaign.
8. Your results need to focus on solid metrics - don't inflate your numbers.
9. Craft your results as if you are trying to convince a stranger - which of course you are!
10. Campaigns that add digital to their through-the-line campaigns need to tell their story better.

These are just a few ideas to help you with your entry, for more details on the categories and requirements go to thebookmarks.co.za.

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