

All the winners: Assegai Awards sharpens its spear

 By [Danette Breitenbach](#)

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This year the South African Direct Marketing Association (DMASA) Assegai Awards were in top form. Not only were there more entries than last year, but the entries were all top notch according to the judges. If you thought direct marketing was a leaflet dropped into your mail box, think again.



The big winners were Liquorice / Publicis Africa, Gloo@Ogilvy, Demographica, Gorilla, King James and TBWA/Hunt Lascaris Durban.

Liquorice / Publicis Africa not only took home seven awards, but also the award for the campaign that received the highest overall rating, the prestigious Nkosi Award. "We are surprised, but delighted at being awarded this honour. However if it were not for brave clients we would not be in this position," says Emily Shaw, Digital Strategist, Liquorice. She points out that Awards such as these make clients even braver. "It is a positive cycle - with each award you win, clients get braver. It's a wonderful place to be."

Gloo@Ogilvy won Agency of the Year as well as nine gold, six silver, four bronze and three leader awards. Receiving the Award the team says it had been through the throes of a merger. "It's been a terrific ride."

Demographica took five gold, one silver and three bronze awards. It was also one of only four agencies that received the newly launched Black Spear award. This Award recognised campaigns that were awarded 94% and up from the judges. The other recipients are Liquorice / Publicis Africa, King James and TBWA/Hunt Lascaris Durban.

Warren Moss, CEO and founder of Demographic was suitably proud. "It's the brilliance of the team and the willingness of clients who allow us to do the work that have allowed us to achieve this success."

It was also a good night for TBWA Hunt Lascaris Durban and King James with six awards each as well as Gorilla with 10.

Standard Bank Business Banking was awarded Brand of the Year. Elizabeth Lee Ming winning Direct Marketer of the Year and Darryl Joubert, Intimate Data, was recognised for his lifetime achievement.

Direct marketing is a vibrant and innovative industry says David Dickens, head of DMASA. "Direct marketing stretches far beyond coupons and mail shots. In fact the challenges with the post office has pushed the creativity of the industry out of the box."

The result is campaigns we have seen tonight he says. Testimony to this is the 260 plus entries we received this year - a record number!"

This year there were also more judges than previous years. Dickens puts the number of judges at just over 60. "We wanted more eyes on the work and more depth in the review and checking of entries. Apart from local judges we also had some international judges," he adds.

One of the judges, Winnifred Knight says the work was outstanding. "For a small market such as the South African one, the results were phenomenal. I would say that if we get our timing right and enter into the equivalent of the Assegai Awards in the United States, the Echo Awards, we would walk away with many awards." Knight is an Advisory Board Members of the Direct Marketing Association India (DMAi) and in 2013, she was inducted into the DMAi Hall of Fame. She also judges the Echo Awards in the US.

Johanna McDowell, Founder and Chief Executive of IAS, also judged the Awards and agrees with Knight. "Not only was I impressed by the judging process that was very sound and comprehensive, but the work was of a very high standard. There were only good entries with lots of innovation coming through."

The Awards event took place at Room Five in Rivonia in Gauteng.

All the winners

Section A: Media	3D	Zurich BnB Sure - Stolen	Demographica in collaboration with Halo	Silver
Section A: Media	3D	Telkom Business's Unified Communications service	Ikineo (Pty) Ltd	Bronze
Section A: Media	Direct Mail: Addressed Campaigns	SOS Children's Villages "2014 Christmas Mailer"	5th Dimension Marketing	Leader
Section A: Media	Direct Response Mass Media: TV, Print, Out-of-home and Radio	Family comes first. Always.	BRAND et al	Silver
Section A: Media	Direct Response Mass Media: TV, Print, Out-of-home and Radio	Personal Loans - Say Yes	Mortimer Harvey	Silver
Section A: Media	E-commerce	MyVodacomApp - Smartphone	Gloo@Ogilvy	Bronze
Section A: Media	E-commerce	Explore Sideways	Ikineo (Pty) Ltd	Bronze
Section A: Media	Email Marketing	Shoppingonlineaphobia	Action Ambro's	Silver
Section A: Media	Email Marketing	Momentum "Retirement Booster Campaign"	Momentum	Bronze
Section A: Media	Experiential Media	The Uber Test Ride	Gloo@Ogilvy	Gold
Section A: Media	Experiential Media	MWEB WFi Chameleon Dress	Ambrosia Brand Experience Agency	Bronze
Section A: Media	Face to Face Activations / Field Marketing	Pick n Pay School Club	HDI Youth Marketeers	Gold

Section A: Media	Face to Face Activations / Field Marketing	Nedbank O-WEEK Activation	M&C Saatchi Abel	Gold
Section A: Media	Face to Face Activations / Field Marketing	KFC Flash and Win	Gloo@Ogilvy	Silver
Section A: Media	Face to Face Activations / Field Marketing	MWEB WiFi Chameleon Dress	Ambrosia Brand Experience Agency	Bronze
Section A: Media	Face to Face Activations / Field Marketing	Danone NutriDay Schools programme	HDI Youth Marketeers	Bronze
Section A: Media	Face to Face Activations / Field Marketing	Mlo Sampling Campaign	HDI Youth Marketeers	Leader
Section A: Media	Face to Face Activations / Field Marketing	Webber Wentzel Graduate Programme	Lesoba Difference	Leader
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbbi Sites)	Red Bull Kas'Lami Tembisa	Mobitainment	Gold
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbbi Sites)	OMO Fast Kids	LIQUORICE / PUBLICIS AFRICA GROUP	Gold
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbbi Sites)	Col'Cacchio Instagram Spin	TWO.AM Agency	Silver
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbbi Sites)	The Uber Test Ride	Gloo@Ogilvy	Bronze
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbbi Sites)	Smirnoff Custom Chart	Opera Mediaworks	Leader
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbbi Sites)	Hungry Lion Lucky Bucket Campaign	Yonder Media	Leader
Section A: Media	Mobile SMS, MMS	Shield "Connect with Shield"	Gorilla	Gold
Section A: Media	Mobile SMS, MMS	whatsfordinner Chef Wendy	LIQUORICE / PUBLICIS AFRICA GROUP	Bronze
Section A: Media	Mobile SMS, MMS	POND'S loc The Demo	Gorilla	Bronze
Section A: Media	Mobile SMS, MMS	AXE Aweccess Mit	Gorilla	Leader
Section A: Media	Mobile SMS, MMS	Momentum "Mums"	Inter-Net & Momentum	Leader
Section A: Media	Mobile SMS, MMS	Absa eConsent	Mortimer Harvey	Leader
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Sonic Highway	Gloo@Ogilvy	Gold
Section A: Media	Online: Banners / Micro sites / Websites, and Other	whatsfordinner Instant Inspiration	LIQUORICE / PUBLICIS AFRICA GROUP	Gold
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Anything is possible	Gloo@Ogilvy	Gold
Section A: Media	Online: Banners / Micro sites / Websites, and Other	BMM Born Electric	Vzeum South Africa	Silver
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Santam app entry	Vzeum	Silver
Section A: Media	Online: Banners / Micro sites / Websites, and Other	BMW ConnectedDrive	Vzeum SA	Bronze
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Lucozade 'Give Me Strength'	Gloo@Ogilvy	Leader
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Shield "First in Africa"	Gorilla	Leader
Section A: Media	Search Marketing: SEO and PPC	McDonald's SA SEO Campaign	Quirk Johannesburg (Pty) Ltd	Silver
Section A: Media	Search Marketing: SEO and PPC	Rewing up WesBank's Lead Generation	Rogerswilco	Silver
Section A: Media	Search Marketing: SEO and PPC	Dealfinder SEO Campaign	IncuBeta Holdings Pty Limited Trading as Clicks2Customers	Bronze
Section A: Media	Search Marketing: SEO and PPC	Makro SEO	Quirk Johannesburg (Pty) Ltd	Bronze
Section A: Media	Search Marketing: SEO and PPC	A Lesson in SEO	Rogerswilco	Bronze
Section A: Media	Search Marketing: SEO and PPC	Sexing Up Cosmo's Search Appeal	Rogerswilco	Leader
Section A: Media	Social Media (Social Media Platforms)	Battle of the Spreads	LIQUORICE / PUBLICIS AFRICA GROUP	Black Spear
Section A: Media	Social Media (Social Media Platforms)	Opening of Parliament	TBWA Hunt Lascaris Durban	Gold
Section A: Media	Social Media (Social Media Platforms)	#TweetDreams	LIQUORICE / PUBLICIS AFRICA GROUP	Silver
Section A: Media	Social Media (Social Media Platforms)	Gill #StopTheNonsense, Man.	TBWA's Digital Arts Network in Africa	Silver
Section A: Media	Social Media (Social Media Platforms)	AXE Aweccess Mit	Gorilla	Bronze
Section A: Media	Social Media (Social Media Platforms)	EduLoan Bring The Buck	Action Ambro's	Leader
Section A: Media	Telemarketing: Inbound	Shield "Connect with Shield"	Gorilla	Bronze
Section A: Media	Telemarketing: Inbound	POND'S loc The Demo	Gorilla	Leader
Section A: Media	Telemarketing: Inbound	Shield "First in Africa"	Gorilla	Leader

Section A: Media	Telemarketing: Outbound	Cell C Getmore Sales Campaign	NEXT	Silver
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Nedbank Business Banking - Pizza Box	Demographica	Black Spear
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Explore Sideways	Ikineo (Pty) Ltd	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	tTelkom Business's Unified Communications service	Ikineo (Pty) Ltd	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	MWEB Business - Multi-Tool	Demographica	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	The Uber Test Ride	Gloo@Ogilvy	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Zurich BnB Sure - Stolen	Demographica in collaboration with Halo	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Standard Bank Business Banking - Real Estate	Demographica in collaboration with Halo	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Eduloan Bring The Buck	Action Ambro's	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Standard Bank Business Banking - Attorneys	Demographica	Gold
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Get in the Game	Mortimer Harvey	Silver
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	MINI TO SPACE	Gloo@Ogilvy	Bronze
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	KFC Cappuccino Democracy	Gloo@Ogilvy	Leader
Section B: Multi Channel/ Country Campaigns	Integrated Direct marketing Campaigns	Iliadin 'Man Flu'	IGNITE JOE PUBLIC	Leader
Section C: Relationship Marketing Awards	CRM Programmes	OMO Fast Kids	LIQUORICE / PUBLICIS AFRICA GROUP	Silver
Section C: Relationship Marketing Awards	ERM employee relationship marketing	Nedbank Appreciative Inquiry and Guerrilla Acknowledgement	Actuate	Silver
Section C: Relationship Marketing Awards	ERM employee relationship marketing	Switchlab - ERM Program	Inter-Net	Bronze
Section C: Relationship Marketing Awards	ERM employee relationship marketing	African Bank MIB Campaign	Digital Planet	Bronze
Section C: Relationship Marketing Awards	Loyalty Programmes	Cell C GetMore	Stratitude	Leader
Section D: Craft Awards	Apps	MyVodacomApp - Smartphone	Gloo@Ogilvy	Gold
Section D: Craft Awards	Apps	MyVodacomApp - JAVA	Gloo@Ogilvy	Gold
Section D: Craft Awards	Art Direction	Zurich BnB Sure - Stolen	Demographica in collaboration with Halo	Gold
Section D: Craft Awards	Art Direction	KFC SOUNDBITE	Gloo@Ogilvy	Gold
Section D: Craft Awards	Art Direction	Opening of Parliament	TBWA Hunt Lascaris Durban	Gold
Section D: Craft Awards	Art Direction	Reflections	Mortimer Harvey	Silver
Section D: Craft Awards	Art Direction	MINI TO SPACE	Gloo@Ogilvy	Silver
Section D: Craft Awards	Art Direction	Johnie Walker "Walker Wager"	King James Group	Silver
Section D: Craft Awards	Art Direction	Standard Bank Business Banking - Real Estate	Demographica in collaboration with Halo	Bronze
Section D: Craft Awards	Art Direction	Standard Bank Business Banking - Attorneys	Demographica	Bronze
Section D: Craft Awards	Branded Content	One Rand Man	King James Group	Gold
Section D: Craft Awards	Branded Content	BMW Custom YouTube Gadget	EOH Digital	Gold
Section D: Craft Awards	Branded Content	takealot.com _ Suzelle does Christmas	M&C Saatchi Abel	Silver
Section D: Craft Awards	Branded Content	Pick n Pay School Club	HDI Youth Marketeers	Bronze
Section D: Craft Awards	Branded Content	KFC MINI-CRICKET KIDS STRETCHING WITH THE PROTEAS	Playmakers	Bronze
Section D: Craft Awards	Branded Content	Johnie Walker "Walker Wager"	King James Group	Bronze
Section D: Craft Awards	Branded Content	SABMILLER - REDD'S Annotated Youtube video	Promise	Bronze
Section D: Craft Awards	Branded Content	Be Our Art Director	TBWA Hunt Lascaris Durban	Bronze
Section D: Craft Awards	Innovative Solutions	Be Our Art Director	TBWA Hunt Lascaris Durban	Gold
Section D: Craft Awards	Innovative Solutions	Own a Piece of South Park	Gloo@Ogilvy	Gold

Section D: Craft Awards	Innovative Solutions	The Uber Test Ride	Gloo@Ogilvy	Silver
Section D: Craft Awards	Innovative Solutions	SABMILLER - REDD'S CHILL CHAMBER	Promise	Silver
Section D: Craft Awards	Innovative Solutions	Standard Bank Business Banking - Real Estate	Demographica in collaboration with Halo	Bronze
Section D: Craft Awards	Innovative Solutions	POND'S loc The Demo	Gorilla	Leader
Section D: Craft Awards	Innovative Solutions	MINI TO SPACE	Gloo@Ogilvy	Leader
Section D: Craft Awards	Most Effective Use of Content	One Rand Man	King James Group	Black Spear
Section D: Craft Awards	Most Effective Use of Content	Be Our Art Director	TBWA Hunt Lascaris Durban	Black Spear
Section D: Craft Awards	Most Effective Use of Content	C-Class No Alternative Campaign	iProspect	Gold
Section D: Craft Awards	Most Effective Use of Content	Own a Piece of South Park	Gloo@Ogilvy	Gold
Section D: Craft Awards	Most Effective Use of Content	Johnie Walker "Walker Wager"	King James Group	Gold
Section D: Craft Awards	Most Effective Use of Content	KFC MINI-CRICKET KIDS STRETCHING WITH THE PROTEAS	Playmakers	Bronze
Section D: Craft Awards	Use of New Technologies	Red Bull Kas'Lami Tembisa	Mobitainment	Gold
Section D: Craft Awards	Use of New Technologies	whatsfordinner Instant Inspiration	LIQUORICE / PUBLICIS AFRICA GROUP	Silver
Section D: Craft Awards	Use of New Technologies	Hungry Lion Lucky Bucket Campaign	Yonder Media	Silver
Section D: Craft Awards	Use of New Technologies	KFC Soundbite	Gloo@Ogilvy	Silver
Section D: Craft Awards	Use of New Technologies	Shield "First in Africa"	Gorilla	Bronze
Section D: Craft Awards	Use of New Technologies	KFC Flash and Win	Gloo@Ogilvy	Bronze
Section D: Craft Awards	UX, Interface and Navigation Design	Q20_The Squeaky Scroll Bar	M&C Saatchi Abel	Gold
Section D: Craft Awards	UX, Interface and Navigation Design	MyVodacomApp - JAVA	Gloo@Ogilvy	Silver
Section D: Craft Awards	UX, Interface and Navigation Design	Johnie Walker "Walker Wager"	King James Group	Silver
Section D: Craft Awards	UX, Interface and Navigation Design	MyVodacomApp - Smartphone	Gloo@Ogilvy	Silver
Section D: Craft Awards	UX, Interface and Navigation Design	Explore Sideways	Ikineo (Pty) Ltd	Bronze
Section D: Craft Awards	UX, Interface and Navigation Design	BMW Custom YouTube Gadget	EOH Digital	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Cotlands Donate Your Birthday Campaign	Lesoba Difference	Silver
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	SOS Children's Villages "2014 Christmas Mailer"	5th Dimension Marketing	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Ifa Lethu "The art of doing good"	5th Dimension Marketing	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Teddy Bear Clinic Campaign	Rocketseed	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Add-option Crisis Pregnancy Campaign	Lesoba Difference	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Save the Children "2014 Christmas Mailer"	5th Dimension Marketing	Leader

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from VMts.

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