

TLC Marketing Worldwide takes home a Gold and Silver at this year's POPAI Awards!

Issued by [TLC Worldwide Africa](#)

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TLC Marketing Worldwide Africa is thrilled to announce a double win at the POPAI SA Awards which took place in Sandton last night. TLC Marketing took home a Gold award for their Absa Youth campaign in the All Services: Permanent & Temporary category. TLC was awarded a Silver award for the Namaqua Sweet Rose retail campaign in the FMCG - Tobacco & Liquor: Temporary Insight into Action category.

The POPAI SA Awards recognises excellence in point-of-purchase advertising displays and instore communication activity produced and placed in South Africa. The awards cover 20 categories, including digital media in retail (DMiR) and is open to any designer or producer for point-of-purchase (POP) material. The entries are judged on a number of aspects, including marketing objectives and strategies, innovation, construction, use of retail space and communicative value.

Derek Miller, CEO of TLC Marketing, commented, "We are delighted and honoured to have been recognised along with our clients for these campaigns in South Africa. We strive to bring a different look and feel to reward marketing and to be acknowledged by POPAI for our hard work is a credit to all employees within TLC."

TLC has over 20 years' experience in delivering successful campaigns ranging from loyalty platforms to consumer incentives by using intelligence from 14 international offices as part of the TLC Marketing Worldwide Group.



For more information on both these campaigns please contact us on 011 676 7700. For press queries please contact Supriya Singh, Marketing Manager on Supriya.singh@tlcmarketing.com.

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TLC Worldwide Africa



TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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