

Assegai Awards announces 2020 finalists

The finalists of the 2020 Assegai Awards have been released and the winners will be announced on Thursday, 26 November at the Annual Awards Gala Evening at The Venue in Melrose Arch. Ticket sales open on Monday, 12 October 2020.



Image credit: Assegai Awards.

2020 Assegai Awards finalists

Section A: MEDIA			
Agency Name	Section	Category	Name of Entry
10th Street Media	Section A: Media	Email Marketing	Discovery 947 Ride Joburg
Boomtown	Section A: Media	Direct Response Mass Media: TV, Print, Out-of-Home and Radio	Don't be chicken check them
BrandTruth/DGTL	Section A: Media	Social Media (Social Media Platforms)	DSTV Update your Status
BrandTruth/DGTL	Section A: Media	Online Campaigns: banners, micro sites, remarketing and other online campaigns	DSTV Update your Status
Clockwork	Section A: Media	Social Media (Social Media Platforms)	Microsoft Visit Xbox
Clockwork	Section A: Media	Social Media (Social Media Platforms)	Netflix Blood and Water
Clockwork	Section A: Media	Mobile Marketing	Microsoft Control your discount
Flume Digital	Section A: Media	Search Marketing: SEO and PPC	Together Nedbank
Fox P2	Section A: Media	Direct Response Mass Media: TV, Print, Out-of-Home and Radio	Cash Back Case
Hoola Modern Agency	Section A: Media	Social Media (Social Media Platforms)	Tekkie Town Walk Your Way
Brave Group	Section A: Media	Social Media (Social Media Platforms)	Jose Cuervo
Brave Group	Section A: Media	Social Media (Social Media Platforms)	Glenfiddich
Joe Public United	Section A: Media	Social Media (Social Media Platforms)	Maggi Noddle Day
Joe Public United	Section A: Media	Experiential Media	A few minutes is worth a lifetime SANBS
Joe Public United	Section A: Media	Social Media (Social Media Platforms)	Retweets into Rands Nedbank
Joe Public United	Section A: Media	Direct Mail: Addressed and Unaddressed Campaigns	The Great Stigma Clearance – Jet Edcon
Joe Public United	Section A: Media	Social Media (Social Media Platforms)	Jet Heritage Day #JetSwank
Joe Public United	Section A: Media	Social Media (Social Media Platforms)	Kit Kat – Take a break and celebrate your city
Levergy	Section A: Media	Face to Face Activations / Field Marketing	Heineken #TeamHeineken Rugby World Cup Experience

Mark1	Section A: Media	Online Campaigns: banners, micro sites, remarketing and other online campaigns	Break the Traditional Tradition
Mobitainment, Carat & 13th Floor	Section A: Media	Mobile Marketing	Nivea #TakeExtraCare
O'Keeffe & Swartz	Section A: Media	Telemarketing: Outbound	Integrated Funeral Policy
O'Keeffe & Swartz	Section A: Media	Telemarketing: Outbound	Upgrade to Funeral Plan Base
Playmakers	Section A: Media	Social Media (Social Media Platforms)	#KFCProposal
Promise	Section A: Media	Mobile Marketing	Castle Lite: The \$3 000 000 Call
Promise	Section A: Media	Websites	RMB: A Story Of Courage
Promise	Section A: Media	Online Campaigns: banners, micro sites, remarketing and other online campaigns	Castle Lite: The \$3 000 000 Call
Promise	Section A: Media	Social Media (Social Media Platforms)	Castle Lite: The \$3 000 000 Call
Promise	Section A: Media	Online Campaigns: banners, micro sites, remarketing and other online campaigns	RMB: A Story Of Courage
Promise	Section A: Media	Direct Response Mass Media: TV, Print, Out-of-Home and Radio	Castle Lite: Cold Tracker
Rogerswilco	Section A: Media	Social Media (Social Media Platforms)	AUL Covid-19 Heroes
Rogerswilco	Section A: Media	Online Campaigns: banners, micro sites, remarketing and other online campaigns	NGD Test and learn
Rogerswilco	Section A: Media	Search Marketing: SEO and PPC	TCS Search Campaign
Ruby Digital	Section A: Media	Search Marketing: SEO and PPC	SoundX Turning Up the Search
Ruby Digital	Section A: Media	Search Marketing: SEO and PPC	Vadas
Salt & Candy	Section A: Media	Social Media (Social Media Platforms)	Not All Heroes Wear Masks
Sauce Advertising	Section A: Media	Search Marketing: SEO and PPC	Kerbside Delivery
Sauce Advertising	Section A: Media	Social Media (Social Media Platforms)	Shoot your shot
Simunye Media	Section A: Media	Face to Face Activations / Field Marketing	Gillette Ethnic Barbershop Network
Social CREACHAs	Section A: Media	Social Media (Social Media Platforms)	WesBank's Car People
The 13th Floor	Section A: Media	Social Media (Social Media Platforms)	Coo-ee "Sounds of Summer"
The 13th Floor and CARAT	Section A: Media	Social Media (Social Media Platforms)	Nivea Men Challenge for Charity
The Conversation Lab	Section A: Media	Social Media (Social Media Platforms)	Bloom Health Assurance
The Conversation Lab	Section A: Media	Search Marketing: SEO and PPC	About Bloom
The Conversation Lab	Section A: Media	Websites	About Bloom
The et al Group	Section A: Media	Social Media (Social Media Platforms)	The 3rd Avbob Poetry Gala
The Hardy Boys	Section A: Media	Social Media (Social Media Platforms)	Aromat Mss Universe
The Hardy Boys	Section A: Media	Social Media (Social Media Platforms)	Share your mess
The Media Shop	Section A: Media	Social Media (Social Media Platforms)	Debonairs Pizza – Headlessman
The Media Shop	Section A: Media	Social Media (Social Media Platforms)	Fishaways – Freshercise (Flatten your curve)
The Media Shop	Section A: Media	Social Media (Social Media Platforms)	Multichoice DSTV Compact 10 years
The Media Shop	Section A: Media	Search Marketing: SEO and PPC	DStv Compact: Search Gomora
The Riverbed	Section A: Media	Websites	Barloworld Khula Sizwe
The Riverbed	Section A: Media	3D	Phuza Nathi Sippy Cup 3D
The Riverbed	Section A: Media	Social Media (Social Media Platforms)	Aware.org Underage Drinking Campaign
Triple Eight	Section A: Media	Mobile Targeted SMS, MMS	Nestle Nespray Maths Challenge
Triple Eight	Section A: Media	Face to Face Activations / Field Marketing	Rajah Our Perfect Wishlist
Wunderman Thompson	Section A: Media	Social Media (Social Media Platforms)	Vodacom Datawyze
Wunderman Thompson	Section A: Media	Social Media (Social Media Platforms)	Vodacom Gig Game
Ruby Digital	Section A: Media	Websites	Support Business

Section B: MULTI CHANNEL / COUNTRY AWARDS

Agency Name	Section	Category	Name of Entry
Joe Public United	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Everybody's talking about Easybucks Chicken Licken
Joe Public United	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Sign the Smile – Amnesty
Levergy	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaign with under R500 000 budget	Nedbank CWG: In Wine There Is A Story
Levergy	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Energade Fuelling South African Heroics
Levergy	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Team Heineken

Mark1	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Heart and Stroke Foundation – Anti Vaping
Penquin	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Suzuki Auto South Africa – Ertiga
Promise	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	RMB: A Story Of Courage
Promise	Section B: Multichannel/ Country Awards	Best Direct Marketing Cross Border Campaign	Castle Lite: Cold Tracker
Retail Engage	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Bonsela
The Conversation Lab	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	About Bloom
The et al Group	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	The 3rd Avbob Poetry Gala
The Riverbed	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Aware.org Underage Drinking Campaign
The Riverbed	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Barloworld Khula Sizwe
Triple Eight	Section B: Multichannel/ Country Awards	Integrated Direct Marketing Campaigns	Nestle Nespray Maths Challenge
Triple Eight	Section B: Multichannel/ Country Awards	Best Direct Marketing Cross Border Campaign	Durex Get The Feels
Section C: RELATIONSHIP MARKETING AWARDS			
Agency Name	Section	Category	Name of Entry
Clockwork	Section C: Relationship Marketing Awards	Database and Analytics Innovation	Microsoft Control your discount
Clockwork	Section C: Relationship Marketing Awards	Loyalty Programmes	Standard Bank Ucount
Mobitainment, BabyYumYum & Shandon Business	Section C: Relationship Marketing Awards	Database and Analytics Innovation	MyMomentum BabyYumYum Maternity Programme
Mobitainment, BabyYumYum & Shandon Business	Section C: Relationship Marketing Awards	CRM Programmes	MyMomentum BabyYumYum Maternity Programme
Mobitainment, Carat & 13th Floor	Section C: Relationship Marketing Awards	CRM Programmes	Nivea #TakeExtraCare
Retail Engage	Section C: Relationship Marketing Awards	CRM Programmes	Bonsela
Section D: CRAFT AWARDS			
Agency Name	Section	Category	Name of Entry
10th Street Media	Section D: Craft Awards	Most Effective Use of Content	Discovery 947 Ride Joburg
10th Street Media	Section D: Craft Awards	Use of New Technologies	Discovery 947 Ride Joburg
Boomtown	Section D: Craft Awards	Art Direction	The Silent Killer – Hypertension Awareness
Boomtown	Section D: Craft Awards	Innovative Solutions	The Silent Killer – Hypertension Awareness
Carat SA & Kenya	Section D: Craft Awards	Use of New Technologies	Guinness Goal Challenge
Clockwork	Section D: Craft Awards	Innovative Solutions	NetFlix Blood and Water
Clockwork	Section D: Craft Awards	Most Effective Use of Content	NetFlix Blood and Water
Clockwork	Section D: Craft Awards	Innovative Solutions	Hyundi Don't cross your T's
Clockwork	Section D: Craft Awards	Innovative Solutions	Microsoft Control your discount
Clockwork	Section D: Craft Awards	UX, Interface and Navigation Design	Microsoft Visit Xbox
Clockwork	Section D: Craft Awards	Innovative Solutions	Microsoft Visit Xbox
Flume Digital	Section D: Craft Awards	Innovative Solutions	MFC Digital Launch
Hoola Modern Agency	Section D: Craft Awards	Most Effective Use of Content	Tekkies Town Walk Your Way
Joe Public United	Section D: Craft Awards	Art Direction	30 Days of Self-care
Joe Public United	Section D: Craft Awards	Innovative Solutions	A few minutes is worth a lifetime SANBS
Joe Public United	Section D: Craft Awards	Art Direction	The Great Stigma Clearance – Jet Edcon
Joe Public United	Section D: Craft Awards	Most Effective Use of Content	Everybody's talking about Easybucks Chicken Licken
John Brown Media	Section D: Craft Awards	Branded Content	Fresh Campaign for Pick & Pay
John Brown Media	Section D: Craft Awards	Most Effective Use of Content	Capitec Move Campaign
John Brown Media	Section D: Craft Awards	Branded Content	Fresh Campaign for Pick & Pay

Levergy	Section D: Craft Awards	Innovative Solutions	Heineken #TeamHeineken Rugby World Cup Experience
Levergy	Section D: Craft Awards	Art Direction	New Balance SA: Runs In The Family
Mobitainment, BabyYumYum & Shandon Business	Section D: Craft Awards	Branded Content	MyMomentum BabyYumYum Maternity Programme
Mobitainment, Talent Brand, TTRO & Blue Magnet	Section D: Craft Awards	Most Effective Use of Content	Real Hero's Connect
OnePointFour	Section D: Craft Awards	Innovative Solutions	WesBank Site Redevelopment
Penquin	Section D: Craft Awards	Art Direction	Suzuki S-Presso
PHD	Section D: Craft Awards	Branded Content	Flora Stay Home Stay Healthy
Promise	Section D: Craft Awards	Use of New Technologies	Castle Lite: Cold Tracker
Promise	Section D: Craft Awards	Most Effective Use of Content	Castle Lite: The \$3 000 000 Call
Promise	Section D: Craft Awards	Branded Content	RMB: A Story Of Courage
Promise	Section D: Craft Awards	Most Effective Use of Content	RMB: A Story Of Courage
The et al Group	Section D: Craft Awards	Innovative Solutions	The 3rd Avbob Poetry Gala
The Media Shop	Section D: Craft Awards	Branded Content	South African Tourism
The Riverbed	Section D: Craft Awards	Innovative Solutions	Aware.org Underage Drinking Campaign
The Riverbed	Section D: Craft Awards	Branded Content	Nedbank Money Secrets
Triple Eight	Section D: Craft Awards	Most Effective Use of Content	Nestle Nespray MathBot
Triple Eight	Section D: Craft Awards	Use of New Technologies	Nestle Nespray MathBot
Wunderman Thompson	Section D: Craft Awards	Most Effective Use of Content	Vodacom Datawyze
Wunderman Thompson	Section D: Craft Awards	Innovative Solutions	Vodacom Gig Game
Section E: SPECIAL DIRECT AWARDS			
Agency Name	Section	Category	Name of Entry
Mark1	Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Heart and Stroke Foundation – Anti Vaping
Ogilvy	Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	The Rape Page
Sauce Advertising	Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Dreams cant be locked down
The Riverbed	Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Aware.org Underage Drinking Campaign
Triple Eight	Section E: Special Direct Awards	Public Benefit Direct Marketing Campaign	Dettol Protects the Frontline
Section F: INDIVIDUAL AND COMPANY AWARDS			
Agency Name	Section	Category	Name of Entry
Boomtown	Section F: Individual And Company Awards	Agency Credentials	Boomtown
Fox P2	Section F: Individual And Company Awards	Agency Credentials	FoxP2
Joren Communications	Section F: Individual And Company Awards	SME of the year	Joren Communications
Penquin	Section F: Individual And Company Awards	Young Direct Marketer of the Year	Nicole Glover – Penquin
The Conversation Lab	Section F: Individual And Company Awards	Agency Credentials	The Conversion Lab
Triple Eight	Section F: Individual And Company Awards	Direct Marketer of the Year	Triple Eight
Triple Eight	Section F: Individual And Company Awards	Agency of the Year	Triple Eight

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