

# ALL THE 2017 WINNERS!

The Direct Marketing Association of South Africa (DMASA) hosted the Assegai Awards 2017 at The Empire in Parktown on 9 November, 2017.



Halo agency, winner of the Nkosi Award for the highest ranking campaign at the Assegai Awards.

The Awards began in 1998 as a way to celebrate integrated marketing excellence and relaunched in 2007, independent of other awards and with a renewed focus on market trends and developments each year. Those awarded this year are said to have produced "admirable campaigns that deliver remarkable results".

## Being direct about direct marketing

DMASA CEO David Dickens welcomed attendees while chairman Warren Moss highlighted the importance of ROI in the direct marketing industry.



### Assegai Awards: Saluting direct marketing success

Leigh Andrews 10 Nov 2015



Honour is not given for extravagant production values, enormous budgets or big-name companies at the Assegais. Instead, the awards recognise breakthrough strategy and creative brilliance across all direct marketing media, from the obvious mail and print to broadcast, digital and mobile.

“ @OFyTalk Best Newcomer [#Assegais2017 pic.twitter.com/8pH5PhoXXa](https://twitter.com/8pH5PhoXXa)— Adelaide Motata (@AdelaideMotata) November 9, 2017 ”

## Special Awards

The evening also provided a platform to showcase the beauty of diversity not only in the direct marketing sector, but also in its offerings. **Halo Advertising** took home the highest accolade of the night, the Nkosi Award, for Jacaranda FM's More Music You Love campaign.



## LIVE: Jacaranda FM launches its new brand positioning with a world first for radio

Jessica Tennant 15 Feb 2017



- The Zinthatu Award for excellence over three years at the Assegai Awards went to **M&C Saatchi Abel, TBWA\Hunt\Lascaris** and **Liquorice**.
- **Mikaila Rae Thurgood** from Lesoba Difference was announced as Young Direct Marketer of the Year.
- **Andrew Buxey** from Rogerwilco taking home the Direct Marketer of the Year Award.
- **Old Friends Young Talent** was presented with Newcomer Awards.

### ALL THE WINNERS AT 2017 DMASA #ASSEGAIS2017!

Media			
Category	Award	Agency	Title
3D	Gold	Geometry Global Cape Town & Ogilvy	Slave Calendar
3D	Gold	Demographica in collaboration Halo	Bryte Insurance - Hospitality
3D	Gold	Demographica in collaboration with Halo & Georja & Tracy	Old Mutual Corporate - Once Advanced. Now Outdated
3D	Bronze	Halo Advertising	Big Ideas are Scary
3D	Leader	Demographica in collaboration with Halo	Standard Bank Business Banking - Medical Campaign
Direct Mail: Addressed Campaigns	Bronze	African Bank Limited	Passport to the Republic of Life
Direct Mail: Addressed Campaigns	Bronze	African Bank	The scoop on our loans
Direct Mail: Addressed Campaigns	Bronze	Mortimer Harvey	Honour Your Roots
Direct Mail: Addressed Campaigns	Leader	Mortimer Harvey	Farewell old friend
Direct Response Mass Media: TV, Print, Out-of-home and Radio	Gold	Halo Advertising	MORE MUSIC YOU LOVE
Direct Response Mass Media: TV, Print, Out-of-home and Radio	Bronze	DUKE	DebtBusters - Numbers
Email Marketing	Leader	Kaffeine CRM Specialists (Pty) Ltd	Opel Meet the New Germans
Email Marketing	Leader	Net#work BBDO	Vagina Varsity
Email Marketing	Leader	3 Way Marketing	Ride of Your Life
Experiential Media	Gold	Halo Advertising	MORE MUSIC YOU LOVE
Experiential Media	Gold	M&C Saatchi Abel	The Nedbank ReImagination Project
Experiential Media	Leader	Ogilvy	WV Amarok Social Test Drive
Experiential Media	Leader	Ogilvy	DStv Halloween Run
Face to Face Activations / Field Marketing	Black Spear	Halo Advertising	MORE MUSIC YOU LOVE
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Silver	Liquorice Advertising	Amarula #NameThemSaveThem
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Silver	Ogilvy	WV 011Beats
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Silver	Liquorice Advertising	Knorr DinnerOnDemand
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Silver	Ogilvy & Mindshare	KFC Soundbite
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Bronze	MMobitainment & Brainbow Conscious Creatives	Ariel Impossible made Possible
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Bronze	Ogilvy	KFC Suppertime Stories
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Bronze	Ogilvy	Vodacom Play Every Day
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Leader	Carat SSA	Guinness Osagyefo Campaign
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Gold	Mindshare & Ogilvy	Launch of KFC Soundbite
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Gold	TBWA\Hunt\Lascaris\Durban	Jägermeister Back The Artist 2017 Phase 1

Online Campaigns: banners, micro sites, remarketing and other online campaigns	Gold	Liquorice Advertising	Knorr DinnerOnDemand
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Silver	Connect @ Joe Public	Chicken Licken Afronaut
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Bronze	Ogilvy	VW 011Beats
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Bronze	Liquorice Advertising	Amarula #NameThemSaveThem
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Leader	Connect @ Joe Public	McCain Plate
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Leader	FetchThem	Italtile-Account Based Remarketing
Online Campaigns: banners, micro sites, remarketing and other online campaigns	Leader	Mindshare Johannesburg	KFC 9 For R99.90
Search Marketing: SEO and PPC	Gold	Mindshare Johannesburg	KFC Soundbite
Search Marketing: SEO and PPC	Bronze	Conversation LAB	Dunlop Mobile Search has Arrived
Search Marketing: SEO and PPC	Bronze	Rogerswilco	HomeChoice SEO Campaign
Search Marketing: SEO and PPC	Bronze	Rogerswilco	CWC Search Marketing Campaign
Search Marketing: SEO and PPC	Leader	NMPI	Gumtree – Driving organic performance
Search Marketing: SEO and PPC	Leader	ClickMaven	Momentum Health buying cycle campaign
Social Media (Social Media Platforms)	Black Spear	Ogilvy	KFC Burritos
Social Media (Social Media Platforms)	Gold	Mindshare Johannesburg	Launch of KFC Soundbite
Social Media (Social Media Platforms)	Gold	M&C Saatchi Abel	10X Grocery Slash
Social Media (Social Media Platforms)	Gold	M&C Saatchi Abel	Strongbow Tweet To Redeem
Social Media (Social Media Platforms)	Gold	10th Street Media and Promise Digital	Free Your Style
Social Media (Social Media Platforms)	Silver	Ogilvy	VW 011Beats
Social Media (Social Media Platforms)	Silver	Liquorice Advertising	Knorr DinnerOnDemand
Social Media (Social Media Platforms)	Silver	Ogilvy	MTV FCK#HIV
Social Media (Social Media Platforms)	Bronze	TBWA\Hunt\Lascais\Durban	Jäger X
Social Media (Social Media Platforms)	Bronze	TBWA\Hunt\Lascais\Durban	SPAR Neighbour Day
Social Media (Social Media Platforms)	Bronze	Gorilla	Azishe
Social Media (Social Media Platforms)	Bronze	Connect @ Joe Public	SABrew
Social Media (Social Media Platforms)	Leader	DUKE	Garagista - Bat Piss
Social Media (Social Media Platforms)	Leader	Connect @ Joe Public	Chicken Licken Afronaut
Social Media (Social Media Platforms)	Leader	Demo Warehouse	Demo Warehouse- Yellow Box Sale
Social Media (Social Media Platforms)	Leader	Firewater	#SuperSweetSurprise
Social Media (Social Media Platforms)	Leader	Carat SSA	Guinness Osagyefo Campaign
Social Media (Social Media Platforms)	Leader	Mindshare	WFD Dinner on Demand BOT
Websites	Gold	Liquorice Advertising	Amarula #NameThemSaveThem
Websites	Bronze	Ogilvy	VW Amarok Social Test Drive
<b>Multi Channel/ Country Campaigns</b>			
Integrated Direct Marketing Campaign (R500 000 budget or less)	Gold	Levergy	Feel the Fire
Integrated Direct Marketing Campaign (R500 000 budget or less)	Gold	MotorHappy	South Africa's Ultimate Journey
Integrated Direct Marketing Campaign (R500 000 budget or less)	Silver	Mortimer Harvey	What Happens Inside Stays Inside
Integrated Direct Marketing Campaign (R500 000 budget or less)	Silver	Demographica	BMW - X5 PHEV
Integrated Direct Marketing Campaign (R500 000 budget or less)	Leader	TBWA\Hunt\Lascais\Durban	Jägermeister Back The Artist 2017 Phase 1
Integrated Direct marketing Campaigns (min across 3 channels)	Gold	Demographica in collaboration with Halo & Georja & Tracy	Old Mutual Corporate - The Diminishing Value of Money
Integrated Direct marketing Campaigns (min across 3 channels)	Gold	Halo Advertising	MORE MUSIC YOU LOVE
Integrated Direct marketing Campaigns (min across 3 channels)	Gold	Old Friends Young Talent	KIA World's Longest Test Drive
Integrated Direct marketing Campaigns (min across 3 channels)	Silver	M&C Saatchi Abel	Heineken UEFA Champions League Campaign 2017

Integrated Direct marketing Campaigns (min across 3 channels)	Silver	Liquorice Advertising	Amarula #NameThemSaveThem
Integrated Direct marketing Campaigns (min across 3 channels)	Bronze	Mbbtainment & Brainbow Conscious Creatives	Ariel Impossible made Possible
Integrated Direct marketing Campaigns (min across 3 channels)	Bronze	Troika Imagineeing Works	Dimension Data Digital Business Campaign Go To Market
Integrated Direct marketing Campaigns (min across 3 channels)	Bronze	Demographica in collaboration with Halo	Range Rover - Discover Two Worlds
Integrated Direct marketing Campaigns (min across 3 channels)	Bronze	TBWA\Hunt\Lascais\Durban	SPAR Win-a-Car
Integrated Direct marketing Campaigns (min across 3 channels)	Bronze	Playmakers	The ReadytoWork Absa Premiership campaign
Integrated Direct marketing Campaigns (min across 3 channels)	Bronze	Ogilvy & Mindshare as a media partner	KFC Soundbite
Integrated Direct marketing Campaigns (min across 3 channels)	Leader	Ogilvy	VW Amarok Social Test Drive
Integrated Direct marketing Campaigns (min across 3 channels)	Leader	Ogilvy	Vodacom Play Every Day
Integrated Direct marketing Campaigns (min across 3 channels)	Leader	Ogilvy	DStv Halloween Run
Integrated Direct marketing Campaigns (min across 3 channels)	Leader	Mortimer Harvey	Split Personality
<b>Relationship Marketing Awards</b>			
Database and Analytics Innovation	Silver	Ogilvy	W011Beats
Database and Analytics Innovation	Leader	nudge	THE POWER OF PLUGGED IN
CRM Programmes	Leader	Mortimer Harvey	Tears of Joy
<b>Craft Awards</b>			
Apps	Bronze	Ogilvy	KFC Supertime Stories
Apps	Leader	Ogilvy	Vodacom Play Every Day
Art Direction	Silver	Geometry Global Cape Town & Ogilvy	Slave Calendar
Art Direction	Silver	Ogilvy	KFC Supertime Stories
Art Direction	Bronze	M&C Saatchi Abel	The One Hundred Awards
Art Direction	Leader	M&C Saatchi Abel	The Nedbank ReImagination Project
Art Direction	Leader	Mortimer Harvey	Farewell old friend
Art Direction	Leader	Mortimer Harvey	Honour Your Roots
Art Direction	Leader	Gorilla	Stimojis
Branded Content	Silver	Ogilvy	W011Beats
Branded Content	Bronze	NETPARTNERING	#DOMINATETHEGAME OMEN by HP Launch
Branded Content	Leader	BRAND et al	The AVBOB Poetry Project
Branded Content	Leader	10th Street Media and Conversation Lab	Darling Big Thank Yous
Branded Content	Leader	Gorilla	We Are More
Branded Content	Leader	Liquorice Advertising	SA Home Loans House Rules
Innovative Solutions	Gold	Halo Advertising	MORE MUSIC YOU LOVE
Innovative Solutions	Gold	Ogilvy	KFC Supertime Stories
Innovative Solutions	Silver	Ogilvy	KFC ShakinShakin
Innovative Solutions	Leader	Liquorice Advertising	Sasko Lunchtime Love Letter
Innovative Solutions	Leader	TBWA\Hunt\Lascais\Durban	BeBop
Innovative Solutions	Leader	Ogilvy with Mindshare as a media partner	KFC Soundbite
Most Effective Use of Content	Gold	Geometry Global Cape Town & Ogilvy	Slave Calendar
Most Effective Use of Content	Silver	Ogilvy	#untaggable
Most Effective Use of Content	Silver	TBWA\Hunt\Lascais\Durban	SPAR Neighbour Day
Most Effective Use of Content	Bronze	Ogilvy	W011Beats
Most Effective Use of Content	Leader	Ogilvy with Mindshare as a media partner	Launch of KFC Soundbite
Most Effective Use of Content	Leader	Ogilvy	KFC Burritos
Use of New Technologies	Gold	Halo Advertising	MORE MUSIC YOU LOVE
Use of New Technologies	Silver	Ogilvy	W011Beats
Use of New Technologies	Silver	Nedbank	The Nedbank ReImagination Project
Use of New Technologies	Leader	Liquorice Advertising	Knorr DinnerOnDemand
Use of New Technologies	Leader	Platinum Seed	Voice Visualiser / Glenfiddich Independent Bar

Use of New Technologies	Leader	Ogilvy	Vuvuliser
UX, Interface and Navigation Design	Leader	Liquorice Advertising	Sasko Lunchtime Love Letter
<b>Special Direct Awards</b>			
Non Profit Direct Marketing Campaign	Gold	Geometry Global Cape Town & Ogilvy	Slave Calendar
Student Direct Marketing Campaign	Gold	University of Johannesburg for International Organization Migrations	Cliq



## 2017 Assegai Awards includes Agency Credentials award again

21 Aug 2017



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