2017 Assegai Awards includes Agency Credentials award again

Following the sponsorship of the inaugural Agency Credentials award at the 2016 Assegai Awards, IAS will again sponsor this category at the 2017 award.

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The award recognises an agency's credentials set – written credentials document as well as 'talking heads' agency show reel – within the various agency discipline types eg creative, digital, PR, media and design in South Africa.

Johanna McDowell, CEO of IAS, says, "This award will not be judged by agency peer groups or journalists. The panel of judges will be made up of marketers and intermediaries internationally.

"We are encouraging agencies across all disciplines to enter for this award, as it will give them an opportunity to showcase their agency to a large number of leading marketers on the judging panel. Judges will be carefully looking in the entries for those nuggets of information that sets one agency apart from the others.

Closing date for entries is midnight Wednesday, 30 August. The IAS Agency Credentials Award falls into Section F. All details can be found on the Assegai Awards website.

For more, visit: https://www.bizcommunity.com