

Where quantity and quality meet

By [Danette Breitenbach](#)

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The Direct Marketing Association of South Africa's (DMASA) Assegai Awards might be all about the numbers, but the Awards are no game. With ROI a key measurement of a campaign, only those that deliver are rewarded, and despite a tough year, the industry accomplished that.



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The Awards took place at The Empire in Johannesburg last night, and saw Ogilvy's count at the end of evening totalling an astounding 25 awards, that included a Black Spear for its KFC Burritos campaign.



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The agency also took one gold, nine silver, six bronze and eight leaders, and then went on to take a further four awards – a silver and bronze and two leaders – with Ogilvy & Mindshare as a media partner. But – as they say – there's more – with the agency winning another three golds and a silver with Geometry Global Cape Town for Slave Calendar.

Liquorice Advertising also had a good evening, with 11 awards in total (two gold, four silver, one bronze and four leaders). The agency was also one of three agencies that received the Zinthatu Award, which recognises agencies that consistently deliver good quality work.

“ And now for the big one! For Excellence over the Years at [@AssegaiAwards](#), Liquorice wins the Zinthatu Award. Now that's some serious [#UnicornsWinning](#). [#Assegais2017](#) [pic.twitter.com/Gx0Cv6NtJy](#)— Liquorice (@LiquoriceOnline) [November 9, 2017](#) ”

M&C Saatchi Abel and TBWA\Hunt\Lascaris\Durban were the other recipients, M&M Saatchi winning six and TBWA\Hunt\Lascaris\Durban taking home seven awards. M&C Saatchi won three golds, a silver and bronze as well as one leader and TBWA\Hunt\Lascaris\Durban one gold and a silver, three bronze and two leaders.

Awards focus on results and creativity

"I love the Assegai Awards because they are results driven says Liquorice CEO Miles Murphy. "Clients might question awards, but these awards focus on results and creativity and that is very valuable, especially in this climate."

For M&C Saatchi the awards are important because they show that the work works. "The Assegai Awards are about business and creativity and showing that you understand the market," says Adam Weber, partner: executive creative director at M&C Saatchi.

Halo and its client Jacaranda, continued their success journey, with the More Music You Love campaign winning the Nkosi Award as well as the only other Black Spear of the evening. The agency also collected five golds for the campaign.

"The Assegai Awards are based on results, and the numbers and results of this campaign were staggering. It is a great success for the client. The Awards reinforce the power of creativity in delivering results for clients," says MD of Halo, Dean Oelschig.

KFC's campaigns picked up many awards and digital designer at Ogilvy, Marina Le Roux, who has worked on KFC campaigns for almost two years, says winning campaigns are integrated campaigns, while Georgina Katz, digital creative, Gloo Digital Design says great work stems from great trust. "KFC trusts us and that means a lot. They are also as creative as the agency and willing to experiment. They want to lead into the future."

The Awards tonight have motivated and inspired us, Le Roux adds. "What has been particularly rewarding is how the Cape Town and Johannesburg teams have celebrated all the wins as one team."

A good idea still costs the same as a bad idea

Mortimer Harvey also enjoyed a good evening, winning one silver, a bronze and five leaders. "We are very happy with our performance and the Awards are a source of recognition and pride for the people at the docks. They also set a standard for the guys going forward," says Andrew Ambrogioni, chief creative director.

He adds that the philosophy "while good not good enough" is even more pertinent today. "We might be living in tough times, a good idea still costs the same as a bad idea, but a good idea generates measurable results. These Awards reward that."

The Assegai Awards have always been about ROI, says Warren Moss, DMASA chairperson. "In the 17 or 18 years of the Award that has not changed. ROI is still the highest and most consistent weighing in the Awards. No other Awards does that and we are very proud of that."

Mindshare won four awards, two of which were gold, and they also won five awards with Ogilvy, for the Launch of KFC Soundbite. Demographica also took home four golds and Levergy one gold.

Roger Wilco's Andre Buxey, was named Direct Marketer of the Year, with Mikaila Rae Thurgood from Lesoba Difference was named Young Direct Marketer of the Year. The Newcomer of the Year award went to Cape Town-based Old Friends Young Talent (OFyt).

ABOUT DANETTE BREITENBACH

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