

All the 2014 Assegai Awards winners

The Southern African Direct Marketing Association Assegai Awards is one of the highlights of the industry's calendar. Presented at Shine Studios in Braamfontein on 6 November at a gala dinner, the Assegai Awards celebrated and rewarded the innovation, creativity, strategy and return on investment within the direct marketing industry.

"We were truly inspired by some of the entries we saw this year," says Alastair Tempest, Chief Operating Officer of the DMASA. "Marketers rose to the occasion and created exceptional campaigns. The judges were really tested to find the best of the best. The calibre of creativity and the use of innovative technology driving the campaigns this year were truly ingenious."



An Assegai Award does not give honours for extravagant production values or enormous budgets. Rather, it recognises breakthrough strategy, creative brilliance and outstanding results in all Direct Marketing media, from mail and print to digital, from mobile to broadcast. It rewards effective, measured marketing. As competition within the marketing industry heats up, clients are looking for true investment in their brands and campaigns, this includes return on investment, winning consumers, retention, and laying the foundation for long term business success. According to research just unveiled by the GlobalDMA (of which DMASA is a member) investment in direct marketing in SA is growing at higher rate than in most of the other 16 countries surveyed. The Assegai Awards clearly are a relevant and an important part of the marketing landscape.

Pieter Swart, Group Executive: Mail Business of the South African Post Office, lead sponsor of the Awards says: "We are proud to be associated with the Assegai Awards, and we enjoy the exciting work showcased. Our relationship with the direct marketing industry is one of long standing and we are honoured to be a part of rewarding and recognising excellence."

Other sponsors include: Absa; Bizcommunity; Blue Label Data Solutions; Digital Planet; Effective Intelligence; Information Capital; List Perfect; Mark Lives; Merpak Envelopes (Pty) Ltd ; Nedbank; Nex Media; Ogilvy; P:Cubed; Standard Bank and The Marketing Site.

The Assegai Awards brings together the leading agency, brand and supply experts. "It was a great opportunity to encourage the industry to be collaborative and have a unified vision. The DMASA's emphasis on training resources and guidance encourages best practice and integrity, along with professional and ethical business conduct remains entrenched within the industry," concluded Tempest.

The following is a complete list of this year's Awards winners. All entries were individually scored by an expert panel of judges and the final scores were audited by an independent auditor. Congratulations!

	Awards	Title of Entry	Company Name
MEDIA AWARDS			
3D	Bronze	Red Bull X-Fighters Media Kit	Publicis Machine
Direct Mail: Addressed Campaigns	Gold	Nedbank Brighter Tomorrow Personal Loans Campaign	Lesoba Difference
	Gold	Nedbank Best for You Personal Loans Campaign	Lesoba Difference
	Gold	Nedbank Next Step Personal Loans Campaign	Lesoba Difference
	Gold	SOS Christmas Mailing 2013	5th Dimension
	Silver	Nedbank What you Need Personal Loans Campaign	Lesoba Difference
	Silver	SOS Recipe Mailing 2014	5th Dimension
	Bronze	BA Credit Card launch	Mortimer Harvey
	Leader	SOS Seed Mailing 2013	5th Dimension
Direct Response Mass Media: TV, Print, Out-of-Home and Radio	Bronze	Myths	OPENCO The Open Collaboration
	Leader	Virgin Money WTF card campaign	Mortimer Harvey
Face to Face Activations / Field Marketing	Silver	MWEB WiFi Virtual Wine Tour	Ambrosia Brand Experience Agency
	Silver	Vaseline Skin Analysis in 60 Seconds	Liquorice & Mnanawe
	Bronze	Momentum: FPI Campaign	Lesoba Difference
	Bronze	Shield B+W Top Gear Festival Activation	Gorilla Creative Media
	Bronze	Stimorol Sensations Activation	POD Communications
	Bronze	Rewards & More Field Activation	The Foschini Group
	Bronze	Pin Pop School Tour	Nungu Marketing & Distribution
	Leader	The Heartfelt Project	Fine Healthcare
Experiential Media	Silver	PoloTag	OgilvyOne South Africa
	Silver	MINI "minilectrix"	Gloo
	Silver	Make Think Become Did	BNRY & Jupiter Drawing Droom JHB
	Leader	SMoD - Street Museum of Design	iKineo
	Leader	Smith & Nephew Visionaire	Fine Healthcare
	Leader	Journey of Water	OgilvyOne South Africa
Mobile SMS, MMS	Silver	KFC Ka-Ching Dash	Ogilvy & Mather Johannesburg
	Bronze	POND'S flawless radiance 7 Day Challenge	Gorilla Creative Media
Mobile Marketing: Interactive (Display, Games, (pull) Banner ads, Mobi Sites)	Gold	BMW "are you 2 enough"	Gloo
	Silver	BMW 2 Series - Are you 2 Enough?	Vizeum South Africa
	Silver	KFC Ka-Ching Dash	Ogilvy & Mather Johannesburg
	Silver	PoloTag	OgilvyOne South Africa
	Bronze	Make Think Did	The Jupiter Drawing Room (Johannesburg) South Africa
	Bronze	bookly	NATIVE VML
Search Marketing: SEO and PPC	Silver	Direct Axis SEO Illumination Campaign	ROGERWILCO
	Bronze	HealthCart.co.za SEO	Sprout, by iKineo
	Leader	ooba SEO campaign	ROGERWILCO
	Leader	Genesis Medical David vs Goliath SEO project	ROGERWILCO
Online: Banners, Micro sites, Websites and Other	Gold	FNB "League of Innovators"	Gloo
	Gold	Capitec Bank #AskWhy	Quirk Cape town

	Silver	Capitec Bank Website	Quirk Cape town
	Bronze	Tiger Brands Beacon Easter Campaign	EOH Digital
	Leader	#GLAadventure	iProspect
E-commerce	Leader	HP Shop's Makeover	Digital Planet
Telemarketing: Outbound	Gold	ABSA Rewards Outbound Sales Campaign	NEXT
	Gold	Cell C GET MORE	NEXT
Social Media (Social Media Platforms)	Gold	Absa RooiBokke	Cerebra, Base2, Playmakers, Thackwell & Whittaker on behalf of Absa
	Gold	The Street Store	M&C Saatchi Abel
	Silver	SuperSport World Cup Live	Levergy
	Silver	PoloTag	OgilvyOne South Africa
	Bronze	Magnum Pink & Black Twitter Auction	Liquorice, The Hardy Boys & Marcus Brewster
	Bronze	Nandos 16 Pictures	Publicis Machine
Email Marketing	Gold	MINI "the new original"	Gloo
MULTI CHANNEL / BORDER AWARDS			
Integrated Direct Marketing Campaigns	Gold	FNB "League of Innovators"	Gloo
	Gold	Ke Yona	NATIVE VML
	Silver	Inflation Bulldog	99c Communications
	Silver	PoloTag	OgilvyOne South Africa
	Silver	Johnnie Walker Meet Your Match	King James
	Silver	The Hungry Lion Lucky Bucket	Quirk Cape Town
	Bronze	Democratic Alliance - General Election Campaign 2014	M&C Saatchi Abel
	Bronze	Make Think Did	The Jupiter Drawing Room (Johannesburg) South Africa
	Bronze	Tropika Island of Treasure Six	7 Different Kinds of Smoke
	Leader	Golf R digital launch campaign	OgilvyOne South Africa
	Leader	For The Bold	Mortimer Harvey
	Leader	1818 Clubhouse Driver	Notabene
RELATIONSHIP MARKETING AWARDS			
CRM Programmes	Gold	Momentum 947 Cycle Challenge	Demographica
	Silver	Adidas 3Stripes	Prime Arc
	Bronze	Momentum: Passion for Life Campaign	Lesoba Difference
Loyalty Programmes	Silver	CELL C GET MORE	Stratitute (Pty) Ltd
ERM Employee Relationship Marketing	Gold	REDbutler	Stratitute (Pty) Ltd
	Gold	NTT One Million	Absa Bank Limited
	Silver	Switchlab Innovation Management Program	Afrocentric Health and Inter-net
	Silver	Multichoice MLIFE	Stratitute (Pty) Ltd
	Bronze	Momentum: DNAERM Programme	Lesoba Difference
	Bronze	10/10 - mConnect Intranet Relaunch	The Actuate Group (Pty) Ltd
Database and Analytics Innovation	Silver	Incremental Response Lift Modelling	Nedbank Personal Loans
CRAFT AWARDS			
Most Effective Use of Content	Gold	Johnnie Walker Meet Your Match	King James
	Silver	Your Legend Lives On	99c Communications
	Bronze	Standard Bank Financial	OMNIMEDIAGROUP SA
	Leader	Make Think Did	The Jupiter Drawing Room (Johannesburg) South Africa
Branded Content	Silver	The Volkswagen Golf R	OgilvyOne South Africa
	Silver	Zinger Double Down	Ogilvy & Mather Johannesburg
	Bronze	Ke Yona	NATIVE VML
	Bronze	Standard Bank Financial	OMNIMEDIAGROUP SA
	Leader	Johnnie Walker Meet Your Match	King James
	Leader	Your Legend Lives On	99c Communications
	Leader	Kreepy Krauly Wrangler	Retroviral and Ebony + Ivory
	Leader	Dentyne Anytime	OgilvyOne South Africa
Art Direction	Gold	Where Women Walk	Base2
	Gold	Habari Media Pow Wow Calendar	Publicis Machine
	Gold	PoloTag	OgilvyOne South Africa
	Gold	Absa Private Bank Staff Campaign	Mortimer Harvey
	Silver	World Leisure Holidays - Children of The Pool	OPENCO The Open Collaboration

	Silver	FNB "League of Innovators"	Gloo
	Silver	World Leisure Holidays - Little Shop of Toddlers	OPENCO The Open Collaboration
	Bronze	Red Bull X-Fighters Media Kit	Publicis Machine
Innovative Solutions	Gold	The Street Store	M&C Saatchi Abel
	Silver	App launch-Mission Control studio with personalised responses and LCD mail pack to social influencers	Standard Bank
	Bronze	FutureNOW	iKineo
	Bronze	PUMA "VISAR"	Gloo
	Leader	MINI "minilectrix"	Gloo
	Leader	Discovery Wellness Experience	BNRY
UX, Interface and Navigation Design	Gold	BMW "are you 2 enough"	Gloo
	Bronze	Golf R digital launch UX and Navigation	OgilvyOne South Africa
Use of New Technologies	Gold	bookly	NATIVE VML
	Silver	Chocnology	NATIVE VML
	Bronze	ATNS: Video Booklet Campaign	Lesoba Difference
Apps	Bronze	BMW "are you 2 enough"	Gloo
SPECIAL DIRECT AWARDS			
Non Profit Direct Marketing Campaign	Gold	The Exchange	NATIVE VML
	Gold	The Street Store	M&C Saatchi Abel
	Bronze	Journey of Water	OgilvyOne South Africa
	Leader	Save the Children - SACares Micro Site	5th Dimension
	Leader	Buckets of Love Campaign	Downes Murray International
Student Direct Marketing Campaign	Gold	Phyllis Robertson Home Coin-laying	Student group from University of Pretoria
	Gold	Human Trafficking	Impact Communication Agency University of Johannesburg
	Bronze	Human Trafficking	Ignite Solutions University of Johannesburg
Public Benefit Direct Marketing Campaign	Silver	Guardians Campaign	Downes Murray International
INDIVIDUAL AND COMPANY AWARDS			
Organisation of the Year			
Direct Marketer of the Year			
SME of the Year			
Young Direct Marketer of the Year		Faheem Chaudhry M&C Saatchi Abel	
Agency of the Year			
Brand of the Year		NexMedia Magazine	
DMA HALL OF FAME		Julian Ardagh	
SAPO Nkosi Award		Lesoba Difference	Direct Mail: Addressed Campaigns Nedbank Brighter Tomorrow Personal Loans Campaign

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