

105: The 2014 DMASA Assegai - Integrated Marketing Awards

On the last [Biz Takeouts Marketing and Media Radio show](#), 11 September, we chatted about the 2014 DMASA Assegai - Integrated Marketing Awards happening in JHB on 6 November 2014.



We spoke to Vikesh Roopchand, Chairman of the Direct Marketing Association of South Africa, and found out more about DMASA and took a closer look at the upcoming Assegai Awards. The event looks at acknowledging and recognising excellent work in the sphere of direct marketing and the ultimate goal remains to raise the bar for the whole industry.

The 2014 Assegai Awards have an increased number of categories and new forms of direct marketing to take into account. [Entry forms and categories](#) can be found on the website. On the show we also talk about the judges and the judging criteria to give entrants a scoop of what to look out for. Entries close on 23 September, so get your campaigns in.

Go have a look at the Assegai Awards site to find out more: <http://assegaiawards.co.za/>.

If you missed the show, which airs every Thursday 9-10am streamed live via [2oceansVibe Radio](#), make sure you listen to this week's podcast.

The news roundup covered:

- [Featured Job: Social Media Community Manager](#)
- [Right2Know Campaign releases its 2014 'Secret State of the Nation' report](#)
- [Announcement on MetropolitanRepublic Cape Town branch](#)
- [Vacancy: Host - Loeries 2014](#)
- [Mobile Banking... What's Next?](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (35.6MB) or [listen](#) to the podcast (19:28min).

Episode 105: The 2014 DMASA Assegai - Integrated Marketing Awards

Date: 11 September 2014 **Length:** 19:28min **File size:** 35.6MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)
- Twitter Search: [#biztakeouts](#) OR ["Biz Takeouts"](#)
- Email: biztakeouts@bizcommunity.com

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