

# The Assegai Awards rewarding excellence

Issued by [Assegai Awards](#)

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*The [DMASA Assegai Integrated Marketing Awards](#) night celebrates the best direct marketing campaigns in the industry. This year the awards gala dinner promises to be a truly spectacular night hosted at The Museum of African Design, Maboneng Precinct in Johannesburg. Truly different, full of fun, excitement and passion - with a touch of elegance and sophistication, an evening that no one should miss. It's going to be a night to remember!*



The Museum of African Design, the first museum on the African continent dedicated to design, is a perfect venue for the Assegai Awards - acknowledging the role design plays as an important part of any communication process. The Direct Marketing Association of Southern Africa also believes that the venue gives all the participants an opportunity to reflect on the previous learnings and success of the ever-changing marketing landscape.

While we recognise the best amongst us who have contributed to direct marketing, the evening will also feature some truly exceptional entertainment with over six performers of international standards to thrill and delight. We would like to celebrate with you and create some great memories.

"As direct marketing becomes increasingly more strategic, and obtains better results for clients, we continue to experience growth. Measureable ROI remains of paramount importance and we are looking forward to celebrating the best of the best at the Awards evening, on Thursday, 6 November," says Alastair Tempest, COO of DMASA. "We also relish the fact that The Direct Marketing Association Assegai Awards promotes and assists the growth of direct marketing in South Africa."

The Assegai Awards have a number of new sponsors who have come on board to join the long-standing sponsors. The sponsors for 2014 are:

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Nex Media  
OgilvyOne  
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The Marketing Site  
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With our judging process updated to ensure consistency, balance and added depth and the number of award categories expanding, it would behove everyone in the Direct Marketing industry to ensure that they have a seat - making sure that

they remain abreast of all the trends and that they don't miss out.

Make sure you put this year's awards night in your diary: Thursday, 6 November 2014.

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