

Assegai Awards 2016 - Two new awards to capture

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With just over one week left till the Assegai Awards 2016 entry deadline, we are excited to announce that there are two new award categories! This means that there are two new opportunities for organisations to walk away with bragging rights for 2016...



In the Individual and Company section, is the **Agency Credential Award**, sponsored by the IAS. This award seeks to recognise an agency's credentials within the various agency discipline types, e.g. creative, digital, PR, media and design in South Africa. Entries will be judged by a panel of marketers (not agencies) as well as international marketing colleagues from the IAS and intermediaries.

Changing customer and business practises mean that there is a need to recognise small budget campaigns, the DMASA have created an award for the best **Integrated Marketing campaign with a budget under R500,000**. So if your campaign was on a smaller scale but still hit the mark, enter now!

We look forward to receiving your entries – and rewarding excellence. For more information, go to www.assegaiawards.co.za.

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