

2016 Assegai Awards finalists announced

The finalists of the 2016 Assegai Awards have been revealed, and the winners will be announced on Thursday 10 November at the annual Awards Gala Evening.



The event not only aims to acknowledge those who have produced direct marketing campaigns that deliver remarkable results, but will also provide a platform for shared experiences and the latest, up-to-date trends together with entertainment and a celebratory party after the awards ceremony.

To book your seat go to www.assegaiawards.co.za

Finalists

Most Effective Use of Content	Coca-Cola Theory of Quantum Happiness	Aqua
Social Media (Social Media Platforms)	Coca-Cola Theory of Quantum Happiness	Aqua
Social Media (Social Media Platforms)	From my home to your home	Aqua
Branded Content	Royco Randomiser	Arc South Africa
Mobile SMS, MMS	FNB Credit Card Collections	Archer Digital
Direct Response Mass Media: TV, Print, Out-of-home and Radio	AVBOB – Family Comes First	BRAND et al
Search Marketing: SEO and PPC	Clicks.co.za Organic SEO Campaign	Clicks2Customers
Search Marketing: SEO and PPC	Environ	Conversation Lab and The Hardy Boys
Social Media (Social Media Platforms)	Coo-ee Unlock the Fun	Conversation Lab and The Hardy Boys
Most Effective Use of Content	Varsity College Online	Conversation Lab and The Hardy Boys
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Coo-ee Unlock the Fun	Conversation Lab and The Hardy Boys
Online: Banners / Micro sites / Websites, and Other	Environ	Conversation Lab and The Hardy Boys
Search Marketing: SEO and PPC	Varsity College Online	Conversation Lab and The Hardy Boys
Social Media (Social Media Platforms)	Sunlight Wipe and Win	Conversation Lab and The Hardy Boys
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Sunlight Wipe and Win	Conversation Lab and The Hardy Boys

Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Inecto Colour Catwalk	Conversation Lab and The Hardy Boys
Online: Banners / Micro sites / Websites, and Other	Sunlight Wipe and Win	Conversation Lab and The Hardy Boys
Social Media (Social Media Platforms)	Inecto Colour Catwalk	Conversation Lab and The Hardy Boys
Integrated Direct Marketing Campaign (R500 000 budget or less)	Inecto Colour Catwalk	Conversation Lab and The Hardy Boys
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Varsity College Online	Conversation Lab and The Hardy Boys
Online: Banners / Micro sites / Websites, and Other	Inecto Colour Catwalk	Conversation Lab and The Hardy Boys
ERM employee relationship marketing	Zurich Women's Innovation Network	Demographica
Online: Banners / Micro sites / Websites, and Other	MINI 5-Door Hatch	Demographica
Social Media (Social Media Platforms)	BMW 1 Series Facelift Campaign	EOH Digital a division of EOH Mthombo (PTY) Limited
Social Media (Social Media Platforms)	Media – Social Media – BMW 3 Series Facelift	EOH Digital a division of EOH Mthombo (PTY) Limited
Social Media (Social Media Platforms)	You Gotta Dry	Gorilla Creative Media
Most Effective Use of Content	You Gotta Dry	Gorilla Creative Media
Mobile SMS, MMS	Monster craving	Gorilla Creative Media
Innovative Solutions	Monster Craving	Gorilla Creative Media
Integrated Direct Marketing Campaign (R500 000 budget or less)	Monster craving	Gorilla Creative Media
Innovative Solutions	Together	Gorilla Creative Media
Art Direction	You Gotta Dry	Gorilla Creative Media
Use of New Technologies	beVita #MorningWin LIVE Breakfast Show	Gorilla Creative Media
Branded Content	You Gotta Dry	Gorilla Creative Media
Integrated Direct Marketing Campaigns (min across 3 channels)	You Gotta Dry	Gorilla Creative Media
Branded Content	beVita #MorningWin LIVE Breakfast Show	Gorilla Creative Media
Social Media (Social Media Platforms)	beVita #MorningWin LIVE Breakfast Show	Gorilla Creative Media
Integrated Direct Marketing Campaigns (min across 3 channels)	Monster Craving	Gorilla Creative Media
Experiential Media	beVita #MorningWin LIVE Breakfast Show	Gorilla Creative Media
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Shield Motion Sense	Gorilla Creative Media
Social Media (Social Media Platforms)	Hansa #SwitchAt6 Social Happy Hour	Gorilla Creative Media
Telemarketing: Inbound	Shield Instacall It's Your Move	Gorilla Creative Media
Use of New Technologies	Shield Motion Sense	Gorilla Creative Media
Telemarketing: Outbound	Shield Instacall It's Your Move	Gorilla Creative Media
Database and Analytics Innovation	Hansa #SwitchAt6 Social Happy Hour	Gorilla Creative Media
Face to Face Activations / Field Marketing	Shield Motion Sense	Gorilla Creative Media
Mobile SMS, MMS	Shield, 1 Team 1 Nation	Gorilla Creative Media
Mobile SMS, MMS	Hansa #SwitchAt6 Social Happy Hour	Gorilla Creative Media
Integrated Direct Marketing Campaigns (min across 3 channels)	Shield, 1 Team 1 Nation	Gorilla Creative Media
Social Media (Social Media Platforms)	Shield, 1 Team 1 Nation	Gorilla Creative Media
Innovative Solutions	Shield Instacall It's Your Move	Gorilla Creative Media
Experiential Media	Dog Fight	Grey Africa
Direct Response Mass Media: TV, Print, Out-of-home and Radio	Dog Fight	Grey Africa
Face to Face Activations / Field Marketing	Pick n Pay School Club	HDI Youth Marketeers
Branded Content	Pick n Pay School Club	HDI Youth Marketeers
Integrated Direct Marketing Campaign (R500 000 budget or less)	#MMRansom	Idea Engineers
Social Media (Social Media Platforms)	Get Back Out There	J. Walter Thompson
ERM employee relationship marketing	Johnson & Johnson Pharmacy Academy	Kaffeine CRM Specialists (Pty) Ltd
Integrated Direct Marketing Campaign (R500 000 budget or less)	Opel Astra	Kaffeine CRM Specialists (Pty) Ltd

Direct Mail: Addressed Campaigns	Section-A-Media-Direct-Mail-Campaigns Nedbank Great Memories Personal Loans Campaign	Lesoba Difference
ERMemployee relationship marketing	Section-C-RELATIONSHIP-MARKETING-ERM-Programmes Aon The Great Leads Adventure Campaign	Lesoba Difference
Direct Mail: Addressed Campaigns	Section-A-Media-Direct-Mail-Campaigns Nedbank One Payment Personal Loans Campaign	Lesoba Difference
Face to Face Activations / Field Marketing	Section-A-Media-Face to Face Activations-Field Marketing_Auto Trader Drive for Change	Lesoba Difference
Direct Mail: Addressed Campaigns	Section-A-Media-Direct-Mail-Campaigns Nedbank Cash when you need it Personal Loans Campaign	Lesoba Difference
Non-Profit Direct Marketing Campaign	Section-E-Non-Profit_Adoption Baby-Child Abandonment Awareness	Lesoba Difference
ERMemployee relationship marketing	Embrace YOUR Financial Freedom	Liberty VIEWPOINT (Pty) Ltd.
Loyalty Programmes	OMO Fast Kids	Liquorice
Branded Content	Hellmann's Suzelle DIY	Liquorice
Branded Content	What's for Dinner – It's in the Bag!	Liquorice
Innovative Solutions	Tweet for Trees	Liquorice
Face to Face Activations / Field Marketing	The Wonderland Project	M&C Saatchi Abel
Non-Profit Direct Marketing Campaign	This Is Not A Sanitary Pad	M&C Saatchi Abel
Non-Profit Direct Marketing Campaign	Words Kids Shouldn't Know	M&C Saatchi Abel
Integrated Direct Marketing Campaigns (min across 3 channels)	Words Kids Shouldn't Know	M&C Saatchi Abel
3D	Words Kids Shouldn't Know	M&C Saatchi Abel
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbi Sites)	Gm Opel Adam- Game Changer	Mark1 Labs
Search Marketing: SEO and PPC	KFC – Search Always On	Mindshare
ERMemployee relationship marketing	One AVBOB FM	MOBITAINMENT et al, BRAND et al, Xpress Information
Use of New Technologies	One AVBOB FM	MOBITAINMENT et al, BRAND et al, Xpress Information
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mbi Sites)	One AVBOB FM	MOBITAINMENT et al, BRAND et al, Xpress Information
Social Media (Social Media Platforms)	World Toilet Day 2015	Niche Digital
Telemarketing: Outbound	Standard Bank Legal Assist Cross-sell	O'Keeffe & Swartz
Telemarketing: Outbound	FNB Credit Card Debt Protection Plan Acquisition	O'Keeffe & Swartz
Branded Content	Hard Wok Life	Publicis Machine
UX, Interface and Navigation Design	PSG Website Redesign	Publicis Machine
E-commerce	The Three Ships Master's Collection	Quirk
UX, Interface and Navigation Design	The Three Ships Master's Collection	Quirk
Search Marketing: SEO and PPC	Giving Triumph a Lift	Rogervilco
Search Marketing: SEO and PPC	Pedal Power	Rogervilco
Database and Analytics Innovation	WOLF	Rogervilco
Mobile SMS, MMS	Masscash - a deal a day	SMSPortal
Email Marketing	FNB Debt Management	Striata Marketing Solutions Pty Ltd
Email Marketing	FNB Festive	Striata Marketing Solutions Pty Ltd
Most Effective Use of Content	TOPS Novel Novel	TBWA HUNT LASCARIS DURBAN
Art Direction	TOPS Novel Novel	TBWA HUNT LASCARIS DURBAN
Art Direction	TOPS Book Cellar	TBWA HUNT LASCARIS DURBAN
Innovative Solutions	TOPS Novel Novel	TBWA HUNT LASCARIS DURBAN
Innovative Solutions	TOPS Book Cellar	TBWA HUNT LASCARIS DURBAN
Branded Content	TOPS Novel Novel	TBWA HUNT LASCARIS DURBAN
Best Direct Marketing cross border campaigns	SPAR Win-a-Car	TBWA HUNT LASCARIS DURBAN
Branded Content	TOPS Book Cellar	TBWA HUNT LASCARIS DURBAN
Integrated Direct Marketing Campaigns (min across 3 channels)	SPAR Win-a-Car	TBWA HUNT LASCARIS DURBAN
Integrated Direct Marketing Campaigns (min across 3 channels)	TOPS Homegame Handbook	TBWA HUNT LASCARIS DURBAN
Non-Profit Direct Marketing Campaign	Throwback Thursday	The Jupiter Drawing Room (south Africa) Johannesburg
Innovative Solutions	Throwback Thursday	The Jupiter Drawing Room (South Africa) Johannesburg

Loyalty Programmes	Unilever Deals Website – Loyalty and Rewards Platform	Thumbtribe Media (Pty) Ltd
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