

All the winners!

The 2020 Assegai Awards was held at The Venue in Melrose Arch in Johannesburg on Thursday, 26 November.



Special awards went to:

- Young Direct Marketer of the Year: Nicole Glover, social media manager at Penguin
- Agency Credentials: FoxP2
- Newcomer of the Year: Penguin
- Nkosi Award: Joe Public United
- Zinthatu Award: Riverbed

All entries were individually scored by an expert panel of judges and the final scores were audited by an independent auditor. CEO of DMASA David Dickens said, “The Assegais ask for more than mere creativity. Our clients demand returns and our members must figure out how to reach for the stars while being rooted in the rands and cents of the bottom line.”

Media			
Award	Agency name	Category	Entry
Leader	The Riverbed	3D	Phuza Nathi Sippy Cup 3D
Gold	Joe Public United	Direct Mail: Addressed and Unaddressed Campaigns	The Great Stigma Clearance – Jet Edcon
Leader	Boomtown	Direct Response Mass Media: TV, Print, Out-of-Home and Radio	Don't be chicken check them
Leader	Fox P2	Direct Response Mass Media: TV, Print, Out-of-Home and Radio	Cash Back Case
Silver	Promise	Direct Response Mass Media: TV, Print, Out-of-Home and Radio	Castle Lite: Cold Tracker
Leader	10th Street Media	Email Marketing	Discovery 947 Ride Joburg
Gold	Joe Public United	Experiential Media	A Few Minutes is Worth a Lifetime SANBS
Bronze	Simunye Media	Face to Face Activations / Field Marketing	Gillette Ethnic Barbershop Network
Leader	Levergy	Face to Face Activations / Field Marketing	Heineken #TeamHeineken Rugby World Cup Experience

Leader	Triple Eight	Face to Face Activations / Field Marketing	Rajah Our Perfect Wishlist
Bronze	Mobitainment, Carat & 13th Floor	Mobile Marketing	Nivea #TakeExtraCare
Bronze	Promise	Mobile Marketing	Castle Lite: The \$3 000 000 Call
Gold	Clockwork	Mobile Marketing	Microsoft Control your discount
Bronze	Triple Eight	Mobile Targeted SMS, MMS	Nestle Nespray Maths Challenge
Bronze	Mark1, Partner in the DUKE Group	Online Campaigns: banners, micro sites, remarketing and other online campaigns	Break the Traditional Tradition
Leader	BrandTruth/DGTL	Online Campaigns: banners, micro sites, remarketing and other online campaigns	DSTV Update your Status
Leader	Promise	Online Campaigns: banners, micro sites, remarketing and other online campaigns	RMB: A Story Of Courage
Leader	Rogerswilco	Online Campaigns: banners, micro sites, remarketing and other online campaigns	NGD Test and learn
Gold	Promise	Online Campaigns: banners, micro sites, remarketing and other online campaigns	Castle Lite: The \$3 000 000 Call
Leader	Flume Digital	Search Marketing: SEO and PPC	Together Nedbank
Leader	Rogerswilco	Search Marketing: SEO and PPC	TCS Search Campaign
Leader	Ruby Digital	Search Marketing: SEO and PPC	SoundX Turning Up the Search
Leader	Ruby Digital	Search Marketing: SEO and PPC	Vadas
Leader	Sauce Advertising	Search Marketing: SEO and PPC	Kerbside Delivery
Leader	Conversation LAB	Search Marketing: SEO and PPC	Bloom Health
Silver	The Media Shop	Search Marketing: SEO and PPC	DStv Compact: Search Gomora
Bronze	BrandTruth/DGTL	Social Media (Social Media Platforms)	DSTV Update your Status
Bronze	Clockwork	Social Media (Social Media Platforms)	Microsoft Visit Xbox
Bronze	Clockwork	Social Media (Social Media Platforms)	Netflix Blood and Water
Bronze	Hoola Modern Agency	Social Media (Social Media Platforms)	Tekkie Town Walk Your Way
Bronze	Joe Public United	Social Media (Social Media Platforms)	Maggi Noodle Day
Bronze	Conversation LAB	Social Media (Social Media Platforms)	Bloom Health
Bronze	The Hardy Boys	Social Media (Social Media Platforms)	Aromat Miss Universe
Leader	Brave Group	Social Media (Social Media Platforms)	Jose Cuervo
Leader	Brave Group	Social Media (Social Media Platforms)	Glenfiddich
Leader	Joe Public United	Social Media (Social Media Platforms)	Jet Heritage Day #JetSwank
Leader	Joe Public United	Social Media (Social Media Platforms)	Kit Kat – Take a break and celebrate your city
Leader	Promise	Social Media (Social Media Platforms)	Castle Lite: The \$3 000 000 Call
Leader	Rogerswilco	Social Media (Social Media Platforms)	AUL Covid-19 Heroes
Leader	Salt & Candy	Social Media (Social Media Platforms)	One Million Customers in 12 weeks
Leader	Sauce Advertising	Social Media (Social Media Platforms)	Shoot your shot
Leader	Social CREACHAS	Social Media (Social Media Platforms)	WesBank's Car People
Leader	The 13th Floor	Social Media (Social Media Platforms)	Coo-ee "Sounds of Summer"
Leader	The 13th Floor and CARAT	Social Media (Social Media Platforms)	Nivea Men Challenge for Charity
Leader	The et al Group	Social Media (Social Media Platforms)	The 3rd Avbob Poetry Gala
Leader	The Media Shop	Social Media (Social Media Platforms)	Debonairs Pizza – Headlessman
Leader	The Media Shop	Social Media (Social Media Platforms)	Fishaways – Freshercise (Flatten your curve)
Leader	The Media Shop	Social Media (Social Media Platforms)	Multichoice DSTV Compact 10 years
Silver	Playmakers	Social Media (Social Media Platforms)	#KFCProposal
Silver	The Riverbed	Social Media (Social Media Platforms)	Aware.org Underage Drinking Campaign
Silver	Wunderman Thompson	Social Media (Social Media Platforms)	Vodacom Datawyze
Silver	Wunderman Thompson	Social Media (Social Media Platforms)	Vodacom Gig Game
Gold	Joe Public United	Social Media (Social Media Platforms)	Retweets into Rands Nedbank
Gold	The Hardy Boys	Social Media (Social Media Platforms)	Share your mess
Leader	O'Keeffe & Swartz	Telemarketing: Outbound	Integrated Funeral Policy
Leader	O'Keeffe & Swartz	Telemarketing: Outbound	Upgrade to Funeral Plan Base
Bronze	Promise	Websites	RMB: A Story Of Courage
Bronze	The Riverbed	Websites	Barloworld Khula Sizwe
Leader	Conversation LAB	Websites	Bloom Health

Leader	Ruby Digital	Websites	Support Business
Multichannel/Country Awards			
Leader	Triple Eight	Best Direct Marketing Cross Border Campaign	Durex Get The Feels
Gold	Promise	Best Direct Marketing Cross Border Campaign	Castle Lite: Cold Tracker
Bronze	Levergy	Integrated Direct Marketing Campaign with under R500 000 budget	Nedbank CWG: In Wine There Is A Story
Bronze	Promise	Integrated Direct Marketing Campaigns	RMB: A Story Of Courage
Bronze	The Riverbed	Integrated Direct Marketing Campaigns	Aware.org Underage Drinking Campaign
Leader	Levergy	Integrated Direct Marketing Campaigns	Energade Fuelling South African Heroics
Leader	Retail Engage	Integrated Direct Marketing Campaigns	Bonsella
Leader	Conversation LAB	Integrated Direct Marketing Campaigns	Bloom Health
Leader	The et al Group	Integrated Direct Marketing Campaigns	The 3rd Avbob Poetry Gala
Leader	The Riverbed	Integrated Direct Marketing Campaigns	Barloworld Khula Sizwe
Silver	Levergy	Integrated Direct Marketing Campaigns	Team Heineken
Gold	Joe Public United	Integrated Direct Marketing Campaigns	Everybody's talking about Easy bucks Chicken Licken
Gold	Joe Public United	Integrated Direct Marketing Campaigns	Sign the Smile – Amnesty
Gold	Mark1, Partner in the DUKE Group	Integrated Direct Marketing Campaigns	Heart and Stroke Foundation - Anti Vaping
Gold	Penguin & Spitfire	Integrated Direct Marketing Campaigns	Suzuki Auto South Africa – Ertiga
Gold	Triple Eight	Integrated Direct Marketing Campaigns	Nestle Nespray Maths Challenge
Relationship Marketing Awards			
Bronze	Retail Engage	CRM Programmes	Bonsella
Silver	Mobitainment, BabyYumYum & Shandon Business	CRM Programmes	MyMomentum BabyYumYum Maternity Programme
Gold	Mobitainment, Carat & 13th Floor	CRM Programmes	Nivea #TakeExtraCare
Leader	Clockwork	Database and Analytics Innovation	Microsoft Control your discount
Leader	Mobitainment, BabyYumYum & Shandon Business	Database and Analytics Innovation	MyMomentum BabyYumYum Maternity Programme
Leader	Clockwork	Loyalty Programmes	Standard Bank Ucount
Craft Awards			
Bronze	Boomtown	Art Direction	The Silent Killer - Hypertension Awareness
Bronze	Joe Public United	Art Direction	30 Days of Self-care
Bronze	Levergy	Art Direction	New Balance SA: Runs In The Family
Leader	Penguin	Art Direction	Suzuki S-Presso
Gold	Joe Public United	Art Direction	The Great Stigma Clearance – Jet Edcon
Leader	Mobitainment, BabyYumYum & Shandon Business	Branded Content	MyMomentum BabyYumYum Maternity Programme
Leader	PHD	Branded Content	Flora Stay Home Stay Healthy
Leader	The Media Shop	Branded Content	South African Tourism
Silver	Promise	Branded Content	RMB: A Story Of Courage
Silver	The Riverbed	Branded Content	Nedbank Money Secrets
Gold	John Brown Media	Branded Content	Fresh Campaign for Pick & Pay
Bronze	Levergy	Innovative Solutions	Heineken #TeamHeineken Rugby World Cup Experience
Leader	Boomtown	Innovative Solutions	The Silent Killer - Hypertension Awareness
Leader	Clockwork	Innovative Solutions	NetFlix Blood and Water
Leader	Flume Digital	Innovative Solutions	MFC Digital Launch
Leader	OnePointFour	Innovative Solutions	WesBank Site Redevelopment
Leader	The et al Group	Innovative Solutions	The 3rd Avbob Poetry Gala
Leader	The Riverbed	Innovative Solutions	Aware.org Underage Drinking Campaign
Leader	Wunderman Thompson	Innovative Solutions	Vodacom Gig Game
Silver	Clockwork	Innovative Solutions	Hyundi Don't cross your T's
Silver	Clockwork	Innovative Solutions	Microsoft Control your discount
Silver	Clockwork	Innovative Solutions	Microsoft Visit Xbox

Gold	Joe Public United	Innovative Solutions	A Few Minutes is Worth a Lifetime SANBS
Bronze	Triple Eight	Most Effective Use of Content	Nestle Nespray MathBot
Leader	Clockwork	Most Effective Use of Content	NetFlix Blood and Water
Leader	Hoola Modern Agency	Most Effective Use of Content	Tekkie Town Walk Your Way
Leader	John Brown Media	Most Effective Use of Content	Capitec Move Campaign
Leader	Mobitainment, Talent Brand, TTRO & Blue Magnet	Most Effective Use of Content	Real Hero's Connect
Leader	Wunderman Thompson	Most Effective Use of Content	Vodacom Datawyze
Silver	Joe Public United	Most Effective Use of Content	Everybody's talking about Easy bucks Chicken Licken
Silver	Promise	Most Effective Use of Content	RMB: A Story Of Courage
Gold	10th Street Media	Most Effective Use of Content	Discovery 947 Ride Joburg
Gold	Promise	Most Effective Use of Content	Castle Lite: The \$3 000 000 Call
Leader	Triple Eight	Use of New Technologies	Nestle Nespray MathBot
Gold	10th Street Media	Use of New Technologies	Discovery 947 Ride Joburg
Gold	Carat SA & Kenya	Use of New Technologies	Guinness Goal Challenge
Gold	Promise	Use of New Technologies	Castle Lite: Cold Tracker
Silver	Clockwork	UX, Interface and Navigation Design	Microsoft Visit Xbox
Special Direct Awards			
Leader	Sauce Advertising	Non Profit Direct Marketing Campaign	Dreams cant be locked down
Silver	Mark1, Partner in the DUKE Group	Non Profit Direct Marketing Campaign	Heart and Stroke Foundation - Anti Vaping
Silver	Ogilvy	Non Profit Direct Marketing Campaign	The Rape Page
Gold	The Riverbed	Non Profit Direct Marketing Campaign	Aware.org Underage Drinking Campaign
Leader	Triple Eight	Public Benefit Direct Marketing Campaign	Dettol Protects the Frontline
Individual And Company Awards			
Leader	Boomtown	Agency Credentials	Boomtown
Leader	Conversation LAB	Agency Credentials	The Conversation Lab
Gold	Fox P2	Agency Credentials	FoxP2
Silver	Triple Eight	Agency of the Year	Triple Eight
Bronze	Triple Eight	Direct Marketer of the Year	Triple Eight
Gold	Penquin	New Comer Award	Penquin
Gold	Joe Public United	Nkosi Award	Joe Public United
Leader	Joren Communications	SME of the year	Joren Communications
Gold	Penquin	Young Direct Marketer of the Year	Nicole Glover - Penquin
Gold	The Riverbed	Znthatu Award	The Riverbed