

All the Assegai Awards winners

The Assegai Integrated Marketing Awards took place on Thursday evening at a glittering event at the Wanderers Club Johannesburg.



Source: Assegai Awards [Assegai Awards](#) All the Assegai Award winners have been announced

The Assegai Integrated Marketing Awards recognise and honour outstanding achievements in the ever-evolving world of marketing.

Several special awards were also made:

- Brand of the Year: Volkswagen - by Ogilvy South Africa
- IAS Credentials Award: Ogilvy South Africa – Gold
- Saatchi & Saatchi SA – Gold
- Newcomer of the Year Award: Fenix Marketing & Mindpool Productions
- The Zinthatu Award: Triple Eight
- Direct Marketer of the Year: Bridget Harpur - Ogilvy South Africa
- The Nkosi Award: Ogilvy South Africa

All the winners

Automotive		
Award	Company	Title
Gold	Flow Communications	CarSpa AI Loyalty Campaign
Gold	Ogilvy South Africa	THE BLIND SPOT
Bronze	Ogilvy South Africa	#WUDEZEMBA
Bronze	Red September	Mahindra XUV700 Explore Active Living
Branded Content		
Gold	Fenix Marketing and Mindpool Productions	KARAN BEEF – MAKING THE CUT Brand Campaign
Bronze	Promise	PPS Finding the Forgotten Graduate
Bronze	Ogilvy South Africa	KFC PI Diaries
Bronze	Hellosquare	The Wake Up Call
Leader	Promise	Plan (a)
Leader	Red September	Mahindra XUV700 Explore Active Living

Silver	Playmakers	Africa XI
Silver	Playmakers	She Untamed
Campaign for CSR - Social Good		
Gold	Ogilvy South Africa	CASTLE LAGER - BREAD OF THE NATION
Gold	Triple Eight	Cadbury Homegrown Stories Library & School Literacy Programme
Bronze	Sauce Advertising	Slipper Day for Reach for a Dream
Bronze	OLIVER MARKETING (PTY) LTD	Dove Men+Care Try A Little Care
Bronze	Promise	Plan (a)
Bronze	Levergy	ICC Women's T20 World Cup
Bronze	Promise	PPS Finding the Forgotten Graduate
Leader	The Hardy Boys	Senior Pawfessionals
Leader	Playmakers	She Untamed
Leader	Ogilvy South Africa	Stories From The Ashes
Silver	Ogilvy South Africa	FOOD FORWARD SOUTH AFRICA #REPURPOSE THE SURPLUS
Silver	Ogilvy South Africa	PEP CHANGING STATIONS
Silver	Ogilvy South Africa	How Cadbury increased reading at home by 200% weaving Social Goodness into the fabric of the Nation
Campaign for under R500 000		
Gold	Flow Communications	Marine Protected Areas (MPA) Day 2022
Gold	Hellosquare	Tinkies Made with You
Bronze	Syte	SYSPRO Women In Tech Digital & Social Media Campaign
Bronze	Sauce Advertising	Slipper Day for Reach for a Dream
Bronze	Promise	Plan (a)
Bronze	FGX Studios	PNA Crayons to Contracts
Bronze	Flow Communications	The 20th Nelson Mandela Annual Lecture
Bronze	Flow Communications	Cyclone Freddy campaign, Mozambique
Bronze	Hellosquare	The Wake Up Call
Leader	The Hardy Boys	Senior Pawfessionals
Leader	Machine_	We don't speak it, we sing it!
Consumer Products & Services		
Bronze	Carat	NIVEA Skin Breathe 3X faster
Leader	Carat	NIVEA Skin Breathe 3X faster
Leader	Promise	Plan (a)
Leader	OLIVER MARKETING (PTY) LTD	Dove Men+Care Try A Little Care
CRM - Customer Loyalty Campaign		
Gold	Clockwork	Xbox - Black Panther: Wakanda Forever
Gold	Flow Communications	CarSpa AI Loyalty Campaign
Leader	Clockwork	Xbox - Hogwarts Legacy: Magical Beasts
Leader	Ogilvy South Africa	Colgate : Personalise Your Smile
Customer Acquisition Campaign		
Gold	Playmakers Sponsorship	KFC Fryhard Fans fueled by KFC Delivery+
Gold	Red September	Mahindra XUV700 Explore Active Living
Leader	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg-Abidjan route
Leader	Arc	1st for Women Spreading Fearless
Silver	Ogilvy South Africa	CARLING BLACK LABEL - THE FOAM KNOWS
Silver	Ogilvy South Africa	CARLING CUP - TALK UP YOUR TEAM
Data-Driven Technology		
Leader	dentsu	Absa Home Loans: Load shedding solutions NightVision
Leader	Discovery Bank	SpendTrend23 - Revealing consumer spending insights with Visa and Discovery Bank
Data-Inspired Insight		
Bronze	Promise	PPS Finding the Forgotten Graduate
Leader	dentsu	Absa Home Loans: Load shedding solutions NightVision
Direct Mail		
Leader	Machine_	"The Classified Drop"
Display - Search		
Leader	Lucky Hustle	The Big Upgrades Uptake
Email		
Leader	Arc SA	1st for Women Spreading Safety

Leader	Ogilvy South Africa	Colgate : Personalise Your Smile
Emerging Technologies		
Gold	Flow Communications	CarSpa AI Loyalty Campaign
Experiential		
Gold	Ogilvy South Africa	CARLING BLACK LABEL – FOAM KNOWS
Gold	Ogilvy South Africa	CARLING CUP - TALK UP YOUR TEAM
Gold	Flow Communications	The Gathering 2022
Gold	Ogilvy South Africa	VW BLIND SPOT
Bronze	Playmakers	KFC Fryhard Fans fueled by KFC Delivery+
Bronze	Ogilvy South Africa	PEP CHANGING STATIONS
Bronze	Carat	NIVEA Skin Breathe 3X faster
Bronze	Machine_	Citadel “The Final Briefing”
Bronze	Triple Eight	Cadbury Little Generosity Shop
Leader	Wunderman Thompson	Lux #ChangeTheAngle
Leader	Playmakers	Sounds of the World Cup
Leader	Carat	NIVEA Skin Breathe 3X faster
Leader	The Hardy Boys	Famous For Flavour - Stunt
Leader	Levergy	Nedbank YouthX
Silver	Ogilvy South Africa	CASTLE LAGER - BREAD OF THE NATION
Silver	Triple Eight	Cadbury Homegrown Stories Library
Financial Services		
Bronze	Arc	1st for Women Spreading Safety
Leader	Playmakers	She Untamed
Leader	The Mediashop	Nedbank Investments Crossword
Leader	Clockwork	Standard Bank UNBXD
Leader	Levergy	Nedbank YouthX
Silver	Promise	PPS Finding the Forgotten Graduate
Food & Beverage		
Gold	Ogilvy South Africa	CASTLE LAGER - BREAD OF THE NATION
Gold	Kasinomics & Mbitainment	AMSTEL THE ENTREPRENEUR
Bronze	Playmakers	KFC Fryhard Fans fueled by KFC Delivery+
Bronze	Hellosquare	The Wake Up Call
Bronze	Ogilvy South Africa	KFC - Eat Chicken For Breakfast
Bronze	Ogilvy South Africa	CARLING BLACK LABEL – FOAM KNOWS
Leader	Promise	SAB Castle Lite - Don't Accept Whatever
Leader	The Hardy Boys	Famous For Flavour - Stunt
Leader	Ogilvy South Africa	CASTLE LITE - LITEN UP
Silver	Ogilvy South Africa	CARLING CUP - TALK UP YOUR TEAM
Silver	Ogilvy South Africa	CARLING BLACK LABEL - FOAM KNOWS
Silver	Hellosquare	Tinkies Made with You
Health, Wellness & Pharmaceutical		
Leader	Flow Communications	Calling for comments: National Strategic Plan Call for public comment on the country's new draft National Strategic Plan (NSP) for HIV, TB and STIs (2023-2028)
Integrated Campaign		
Gold	Ogilvy South Africa	CASTLE LAGER - BREAD OF THE NATION
Gold	Promise	PPS Finding the Forgotten Graduate
Gold	Saatchi & Saatchi SA	BUILDING TOMORROWS TALENT WITH STIMOROL FLOW.LAB
Bronze	Playmakers	Africa XI
Bronze	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg-Abidjan route
Bronze	Ogilvy South Africa	PEP CHANGING STATIONS
Leader	OLIVER MARKETING (PTY) LTD	Dove Men+Care Try A Little Care
Leader	The Alternative Power	When You Don't Have the Energy and You Don't Have a Springbok – Have a Switch
Leader	Machine_	You Like It, We Got It
Leader	Red September	Mahindra XUV700 Explore Active Living
Silver	Playmakers	KFC Fryhard Fans fueled by KFC Delivery+
Silver	Levergy	ICC Women's T20 World Cup
Silver	Ogilvy South Africa	KFC - Anything For The Taste
Silver	Ogilvy South Africa	CARLING CUP - TALK UP YOUR TEAM

Mobile		
Gold	Flow Communications	CarSpa AI Loyalty Campaign
Bronze	Hellosquare	The Wake Up Call
Leader	Paradigm Connect	Glow* Unbothered
Silver	Hellosquare	Tinkies Made with You
Multi-Language		
Gold	Ogilvy South Africa	HOW CADBURY CHANGES THE NARRATIVE MAKING LITERACY ACCESSIBLE ONE HOME GROWN STORY AT A TIME
Gold	Triple Eight	Cadbury Homegrown Stories Library & School Literacy Programme
Leader	Hellosquare	The Wake Up Call
Leader	Triple Eight	Cadbury Homegrown Story Paper
Not For Profit		
Bronze	Flow Communications	The 20th Nelson Mandela Annual Lecture
Bronze	Flow Communications	Cyclone Freddy campaign, Mozambique
Bronze	Sauce Advertising	Slipper Day for Reach for a Dream
Leader	Offernet	Ever wondered if you could save a life? - Rescue Donations
Leader	The Hardy Boys	Senior Pawfessionals
Leader	Ogilvy South Africa	Stories From The Ashes
Silver	Flow Communications	Marine Protected Areas (MPA) Day 2022
Publishing, Entertainment, Media & Sports		
Gold	Levergy	ICC Women's T20 World Cup
Gold	Machine_	Citadel "The Briefcase"
Gold	Flow Communications	The Gathering 2022
Bronze	Octagon	Castle Lite Lite Side of 7s
Bronze	Playmakers	KFC Fryhard Fans fueled by KFC Delivery+
Bronze	Playmakers	She Untamed
Leader	Playmakers	Sounds of the World Cup
Leader	Playmakers	Africa XI
Retail & E-Tail		
Bronze	Ogilvy South Africa	PEP CHANGING STATIONS
Silver	Ogilvy South Africa	CHANGING STATIONS
Shared Value		
Gold	Ogilvy South Africa	CASTLE LAGER - BREAD OF THE NATION
Bronze	Promise	Plan (a)
Bronze	Promise	PPS Finding the Forgotten Graduate
Leader	Discovery Bank	Shared value through the Vitality Travel platform by Discovery Bank
Leader	Mobitainment	AMSTEL THE ENTREPRENEUR
Leader	OLIVER MARKETING (PTY) LTD	Dove Men+Care Try A Little Care
Social Media		
Gold	Fenix Marketing and Mndpool Productions	KARAN BEEF – MAKING THE CUT Social Media Campaign
Gold	Ogilvy South Africa	CASTLE LITE - LITEN UP
Gold	Flow Communications	Marine Protected Areas (MPA) Day 2022
Bronze	Hellosquare	The Wake Up Call
Bronze	Hellosquare	Tinkies Made with You
Bronze	Flow Communications	The 20th Nelson Mandela Annual Lecture
Bronze	Paradigm Connect	Glow*
Bronze	Ogilvy South Africa	#VWDEZEMBA
Bronze	Wunderman Thompson	SA Tourism #XibelaniMoves
Leader	The Hardy Boys	Senior Pawfessionals
Leader	Playmakers	Sounds of the World Cup
Leader	OLIVER MARKETING (PTY) LTD	Dove Men+Care Try A Little Care
Leader	Ogilvy South Africa	KFC - Anything For The Taste
Leader	Red September	Mahindra Explore Active Living
Silver	Offernet	Seconds to Act, a Lifetime to Remember: A Social Campaign to Curb Child Drowning
Technology & Communication		
Gold	Flow Communications	CarSpa AI Loyalty Campaign

Travel, Hospitality & Transportation		
Gold	Flow Communications	Launch of the Karoo Desert National Botanical Garden's Braille Trail
Bronze	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg-Abidjan route
Leader	Wunderman Thompson	SA Tourism #XibelaniMoves
Video Content		
Gold	Ogilvy South Africa	CASTLE LITE - LITEN UP
Bronze	Ogilvy South Africa	KFC PI Diaries
Leader	The Alternative Power	Home Affairs- South Africa you going to need the energy!
Leader	Playmakers	Sounds of the World Cup
Leader	Promise	SAB Castle Lite - Don't Accept Whatever
Leader	Wunderman Thompson	Save for it with Donovan Goliath
Leader	The Alternative Power	#No More Shedding!
Leader	OLIVER MARKETING (PTY) LTD	Dove Men+Care Try A Little Care
Leader	Machine_	We don't speak it, we sing it!
Leader	Ogilvy South Africa	#WDEZEMBA
Leader	Wunderman Thompson	SA Tourism #XibelaniMoves
Silver	Promise	PPS Finding the Forgotten Graduate
Brand of the year		
Gold	Ogilvy South Africa	VOLSKWAGEN BRAND OF THE YEAR
Leader	The Alternative Power	Switch Energy Drink
Leader	Penguin	How Suzuki SA became SA's third largest automotive brand in the country.
Silver	Ogilvy South Africa	BRAND OF THE YEAR - AB INBEV (SAB) CASTLE LAGER
IAS Agency Credentials		
Gold	Saatchi & Saatchi	Saatchi & Saatchi SA Credentials
Gold	Ogilvy South Africa	Ogilvy South Africa
Direct Marketer Of The Year		
Gold	Ogilvy South Africa	MARKETER OF THE YEAR - BRIDGET HARPUR
Young Direct Marketer of the Year		
Leader	The Alternative Power	Head of Marketing- Zhuraan Glade

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