

Blue Label Data solutions backs Assegai Awards

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The Assegai Awards has secured the backing of Blue Label Data solutions.



A division of the Blue Label Telecoms Group, Blue Label Data Solutions has cemented its reputation as a trusted partner in data list management and cleaning, data profiling, lead generation and location-based marketing.

The Direct Marketing Association of Southern Africa (DMASA) has been hosting the Assegai Awards annually since 2007. "Data is the new currency, that drives business in the marketing arena, and the management of it requires appropriate skills and an overriding commitment to doing things right," says David Dickens, CEO of the DMASA.

Blue Label Data Solutions has cemented its reputation as a trusted partner in data list management and cleaning, data profiling, lead generation and and location-based marketing services, creating a formidable and competitive marketing advantage for the client base it serves, in industries ranging from marketing to financial and insurance-related services, cellular and mobile phones and even debt collection.

"It's fantastic that Blue Label Data Solutions will sponsor the Assegai Awards student category as this should encourage more direct and integrated marketing students to consider a data-related specialisation. The sector could certainly do with additional data management skills to help more organisations stay on the right side of legislation and the DMASA's own Codes of Practice," Dickens adds.

The Assegai Awards annually showcase the direct marketing industry leaders who have delivered exceptional work over the previous year.

The awards evening will take place on 26 November 2020, detailed venue and format information is available on the Assegai Awards website www.assegaiawards.co.za

For more information, email info@assegaiawards.co.za.

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