

# Remember - Assegai Awards 2016 - waiting to recognise and reward

Issued by [Assegai Awards](#)

24 Aug 2016

The Direct Marketing Association of South Africa (DMASA) is on the hunt for those campaigns that excel in the interactive and direct marketing sector of southern Africa. It's time to showcase the diverse and exciting work that has been a part of the industry for the past 12 months.



"In 2015, we received a record number of entries and we'd like to see that replicated this year," says David Dickens CEO of the DMASA. "We anticipate that the standard and quality of work submitted this year will continue to showcase the flair, innovation and creativity we've come to expect from the community."

Assegai Awards judging is rigorous and return on investment is one of the key focus areas. The Black Spear award, which recognises campaigns that were awarded 94% and up from the judges, is a highlight. Some of last year's Assegai Awards winners include: King James Group in the category Most Effective Use of Content for the One Rand Man campaign; Liquorice/Publicis Africa in the category Social Media (Social Media Platforms) with Battle of the Spreads; and Demographica in the category Integrated Direct Marketing Campaigns for the Nedbank Business Banking - Pizza Box campaign.

Other significant winners included Gloop@Ogilvy with nine Gold, six Silver, four Bronze and three Leader awards; Gorilla with 10 awards and TBWA Hunt Lascaris certainly made their mark with six awards.

We'd like to invite you to use the Assegais to showcase the incredible campaigns, outstanding results and the contribution your organisation has made to the high standard of work in the marketing industry.

But, to be recognised, rewarded and celebrate your success, you have to enter!

## Key dates to remember:

1. Entry Deadline: 9 September 2016
2. Judging commences: 22 September 2016
3. The Assegai Awards Gala Event: 10 November 2016

For more information go to [www.assegaiawards.co.za](http://www.assegaiawards.co.za).