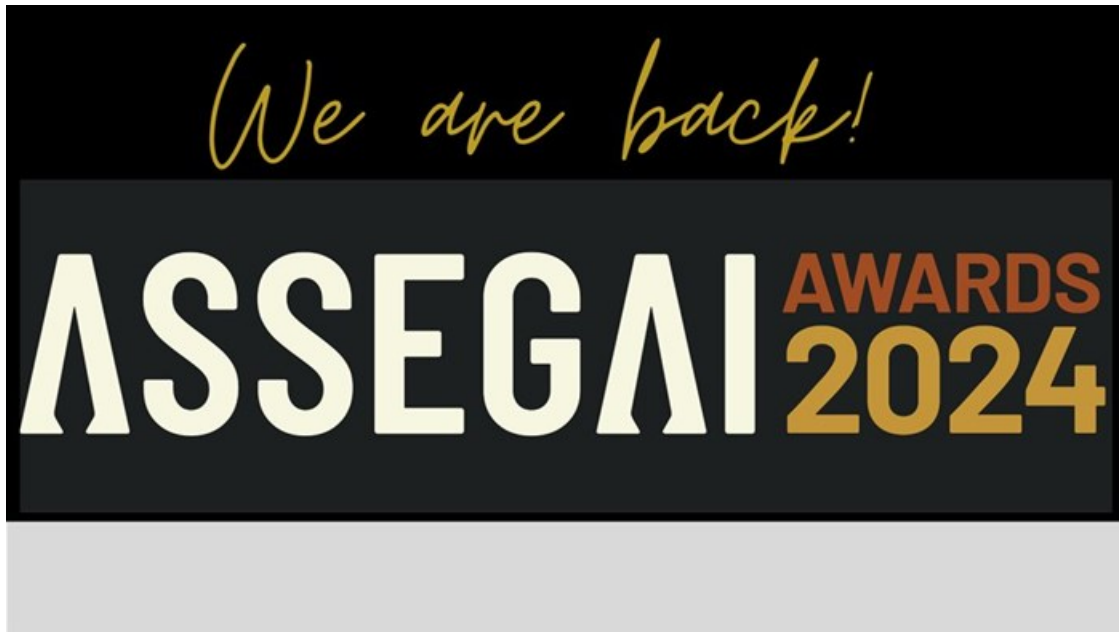


Assegai Awards 2024: A year of innovation and engagement

Issued by [DMASA](#)

7 Feb 2024

The Assegai Awards, a prestigious event that celebrates excellence in direct marketing, is set to embark on an exciting journey in 2024. With a comprehensive year-long program and increased interactions with stakeholders, this year's Assegai Awards promises to be a remarkable and memorable experience for everyone involved. Let's explore the key highlights and what to expect from this highly anticipated Assegai Awards 2024 season.



Expanded touch points:

One of the most exciting elements of the Assegai Awards 2024 is the expansion of touch points with stakeholders. Recognising the importance of engagement and inclusivity, the organisers have designed a comprehensive program that stretches beyond the traditional award ceremony. Stakeholders can now look forward to various events and initiatives throughout the year, fostering stronger connections and meaningful collaborations.

Innovative categories and submissions:

The Assegai Awards 2024 introduces innovative categories and encourages creative submissions that represent the evolving landscape of direct marketing. With advancements in technology and changes in consumer behaviour, the awards seek to recognise and appreciate groundbreaking campaigns that demonstrate exceptional creativity, effective audience engagement, and tangible results. Participants can expect a renewed focus on innovation and originality, providing a platform for industry trailblazers to shine.

Excellence rewarded:

The pinnacle of the Assegai Awards 2024 is, of course, the celebration of excellence. As always, the awards will acknowledge the remarkable achievements of individuals, agencies, and organisations that have demonstrated outstanding prowess in direct marketing. The accolades bestowed upon the winners will not only honour their hard work and dedication but also serve as an inspiration to the entire industry, setting the bar higher for future innovations and advancements.

As the Assegai Awards 2024 season approaches, anticipation grows for a year filled with innovation, engagement, and celebration. With an extended program, increased touch points, and a renewed focus on cutting-edge campaigns, this year's event promises to leave a lasting impact on the flourishing direct marketing landscape. The Assegai Awards 2024 is not just an event; it is a platform for industry professionals to come together, celebrate excellence, and shape the future of direct marketing. Exciting times indeed lie ahead.

▪ **Assegai Awards 2024: Why enter?** 8 May 2024

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▪ **DMASA's position clarified on telemarketing classification and POPIA compliance** 1 Mar 2024

▪ **Dragonfly South Africa announces its sponsorship of the Assegai Awards for the 3rd consecutive year** 29 Feb 2024

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The Direct Marketing Association of Southern Africa (DMASA) is a Section 21 company dedicated to the protection and development of the Interactive and Direct Marketing (IDM) industry. It established itself as an independent body in November 2005.

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