

All the winners

The 2019 Assegai Awards was recently held at The Polo Room/Inanda Club in Sandton, Johannesburg. The show's MCs were Nina Hastie and Tats Nkonzo.



MCs Nina Hastie and Tats Nkonzo. Image credit: Assegai Awards.

Special awards went to:

- Honourary Award: Michelle Perrow (Lesoba Difference), the initiator of the awards
- Agency of the Year: Ogilvy
- Agency Credentials: Triple Eight
- Newcomer of the Year: One Point Four Consulting
- Nkosi Award: Ogilvy
- Zinthatu Award: The et al group



2019 Assegai Awards finalists announced

DMASA 14 Oct 2019



All entries were individually scored by an expert panel of judges and the final scores were audited by an independent auditor.

Check out all the winners:

| Company Name | Category | Entry Name | Award |
|-------------------|--|-----------------|--------|
| Firewater | Direct Mail: Addressed and Unaddressed Campaigns | Drip Marketing | Silver |
| Lesoba Difference | Direct Mail: Addressed and Unaddressed Campaigns | Nedbank Careers | Leader |
| TLC Marketing | Direct Mail: Addressed and Unaddressed Campaigns | Father's Day DM | Bronze |

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|---------------------------|--|--|--------|
| TLC Marketing | Direct Mail: Addressed and Unaddressed Campaigns | TLC Calendar | Bronze |
| TLC Marketing | Direct Mail: Addressed and Unaddressed Campaigns | Mother's Day DM Piece | Leader |
| FoxP2 | Direct Response Mass Media: TV, Print, Out-of-Home and Radio | BUDGET INSURANCE 'AFFORDABLE 'COS YOU CAN'T AFFORD NOT TO' | Bronze |
| Meta Media | Direct Response Mass Media: TV, Print, Out-of-Home and Radio | Cell C_MediaPlay_Media Lounge | Leader |
| Ogilvy | Direct Response Mass Media: TV, Print, Out-of-home and Radio | Remarkable Regifts | Leader |
| Ogilvy | Direct Response Mass Media: TV, Print, Out-of-home and Radio | DSTV - Access Simulcast | Leader |
| TBWA/Hunt/Lascaris/Durban | Direct Response Mass Media: TV, Print, Out-of-Home and Radio | Glass of Not So Serious (TOPS at SPAR) | Silver |
| Cheese et al | Direct Response Mass Media: TV, Print, Out-of-Home and Radio | Fedhealth: "Revolution" | Leader |
| Ogilvy | Direct Response Mass Media: TV, Print, Out-of-Home and Radio | Audi SA Black Edition | Bronze |
| Smudge | E-commerce | Cielo E Commerce | Leader |
| Firewater | Email Marketing | KFC Refer a Wingman | Leader |
| Lesoba Difference | Email Marketing | Nedbank Trigger | Bronze |
| Cheese et al | Email Marketing | Sasolmed: "Just a tap away" | Leader |
| Cheese et al | Email Marketing | Sasolmed: You are not alone" | Leader |
| Ads 24 | Experiential Media | Robots vs Humans (Ads24 Food for Thought) | Bronze |
| Carat SA | Experiential Media | Guinness | Leader |
| Ogilvy | Experiential Media | Carling Black Label - #NoExcuse Body Count | Leader |
| Publicis Machine | Experiential Media | Sealand Gear - The Sustainable Invite | Leader |
| Publicis Machine | Face to Face Activations / Field Marketing | 141 Water | Silver |
| Adcolony & The Media Shop | Mobile Marketing | Steers | Leader |
| Adcolony & The Media Shop | Mobile Marketing | SA Tourism | Silver |
| Freshive | Mobile Marketing | Makro Black 5 Day | Bronze |
| Hello Square | Mobile Marketing | ALBANY - IT'S PURE GENIUS | Leader |
| Liquorice | Mobile Marketing | Knorr Takeaway Takeover | Bronze |
| Liquorice | Mobile Marketing | Scottish Leader "I See a Different You " | Bronze |
| Liquorice | Mobile Marketing | OMO "Don't Fear the Dirt" | Leader |
| Mark1 | Mobile Marketing | Pepsi Max- Win Like a Baller | Bronze |
| Ogilvy | Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites) | Vodacom - SummerGigs | Leader |
| Ogilvy | Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites) | Remarkable Regifts | Leader |
| Ogilvy | Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites) | DSTV - Access Simulcast | Leader |
| Ogilvy | Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites) | Vodacom - SuperProposal | Silver |
| Lesoba Difference | Mobile Targeted SMS, MMS | Nedbank Trigger | Leader |
| Duke | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Bokomo Dunk Like A Boss | Leader |
| Duke | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Pepsi - Win Like A Baller | Leader |
| FCB | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Absa GEN A | Silver |
| Hello Square | Online Campaigns: banners, micro sites, remarketing and other online campaigns | ALBANY - IT'S PURE GENIUS | Leader |
| iLEAD et al | Online Campaigns: banners, micro sites, remarketing and other online campaigns | BetterBond | Bronze |
| Joe Public Connect | Online Campaigns: banners, micro sites, remarketing and other online campaigns | AA: Instamine | Bronze |
| Liquorice | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Knorr Takeaway Takeover | Leader |
| Liquorice | Online Campaigns: banners, micro sites, remarketing and other online campaigns | OMO "Don't Fear the Dirt" | Leader |
| Ogilvy | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Energade | Leader |
| Ogilvy | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Vodacom - SummerGigs | Silver |

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| Old Friends New Talent | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Bidvest Car Rental | Bronze |
| Rogerwilco | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Coffee Run | Bronze |
| TLC Marketing | Online Campaigns: banners, micro sites, remarketing and other online campaigns | African Bank | Leader |
| Vizeum | Online Campaigns: banners, micro sites, remarketing and other online campaigns | IndieFin Mullets | Leader |
| Ogilvy | Online Campaigns: banners, micro sites,remarketing and other online campaigns | Audi Q Range | Silver |
| Arc South Africa | Search Marketing: SEO and PPC | One Day Only | Leader |
| Human Kind | Search Marketing: SEO and PPC | HIPPO "BEFORE YOU COMMIT, HIPPO IT" | Bronze |
| Rogerwilco | Search Marketing: SEO and PPC | A Search Pivot | Leader |
| Rogerwilco | Search Marketing: SEO and PPC | Coffee Run | Leader |
| Ruby Digital | Search Marketing: SEO and PPC | Wijnland Fertility SEO Campaign -Giving Birth to Organic Results | Leader |
| Wunderman Thompson | Search Marketing: SEO and PPC | Standard Bank Personal Loans | Leader |
| Gorilla | Social Media (Social Media Platforms) | AXE Level Up | Bronze |
| Joe Public Connect | Social Media (Social Media Platforms) | AA: Instamine | Bronze |
| Levergy | Social Media (Social Media Platforms) | New Balance Worn As One | Silver |
| Liquorice | Social Media (Social Media Platforms) | Hellmann's Delicious Surprise | Silver |
| Mark1 | Social Media (Social Media Platforms) | Pepsi Max- Win Like a Baller | Bronze |
| Meta Media | Social Media (Social Media Platforms) | Cell C_ MediaPlay_ Media Lounge | Bronze |
| MSCSPORTS | Social Media (Social Media Platforms) | #KhosiConvoy | Leader |
| Ogilvy | Social Media (Social Media Platforms) | #OhSchweppes | Bronze |
| Ogilvy | Social Media (Social Media Platforms) | Carling Black Label - #NoExcuse Body Count | Bronze |
| Ogilvy | Social Media (Social Media Platforms) | Remarkable Regifts | Bronze |
| Red September | Social Media (Social Media Platforms) | Tibb Winter 2019 | Bronze |
| Rogerwilco | Social Media (Social Media Platforms) | Use your (Hi)Senses | Leader |
| TBWA/Hunt/Lascaris/Durban | Social Media (Social Media Platforms) | Sip of the Nation (TOPS at SPAR) | Bronze |
| The 13th Floor Where Creatives Live | Social Media (Social Media Platforms) | Dunlop Warrior Women 2018 | Bronze |
| Conversation LAB | Websites | The IIE's Varsity Website | Leader |
| Conversation LAB | Websites | Vega Website | Leader |
| Ogilvy | Direct Response Mass Media: TV, Print,Out-of-Home and Radio | Carling Black Label - #NoExcuse isiZATHU | Gold |
| Ogilvy | Direct Response Mass Media: TV, Print,Out-of-Home and Radio | KFC Bucket for One | Gold |
| Publicis Machine | Email Marketing | Sealand Gear - The Sustainable Invite | Gold |
| Publicis Machine | Experiential Media | 141 Water | Gold |
| Riverbed Pty (Ltd) | Experiential Media | Aware.Org One on Nicol | Gold |
| Ogilvy | Mobile Marketing | Carling Black Label - #NoExcuse isiZATHU | Gold |
| Ogilvy | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Vodacom - SuperProposal | Gold |
| Ogilvy | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Remarkable Regifts | Gold |
| Ogilvy | Online Campaigns: banners, micro sites, remarketing and other online campaigns | Castle - Smash the label | Gold |
| Mindshare South Africa/JHB | Online Campaigns: banners, micro sites, remarketing and other online campaigns | KFC #Now together | Gold |
| Ogilvy | Online Campaigns: banners, micro sites,remarketing and other online campaigns | Clorets Breathe Out Proudly Campaign | Gold |
| Joe Public Connect | Social Media (Social Media Platforms) | Gynaguard #12OfficialVaginas | Gold |
| Ogilvy | Social Media (Social Media Platforms) | KFC #NowTogether | Gold |
| Ogilvy | Social Media (Social Media Platforms) | KFC -Add Hope | Gold |
| Ogilvy | Social Media (Social Media Platforms) | Castle - Smash the label | Gold |
| Ogilvy | Social Media (Social Media Platforms) | Vodacom - Superproposal | Gold |
| Riverbed Pty (Ltd) | Social Media (Social Media Platforms) | Aware.Org One on Nicol | Gold |
| The et al GROUP | Social Media (Social Media Platforms) | The AVBOB Poetry Project | Gold |
| Wunderman Thompson | Social Media (Social Media Platforms) | Mondelez - PS Mzansi Love Songs | Gold |
| Wunderman Thompson | Social Media (Social Media Platforms) | CDM- Eggstra Ordinary Egg Hunt (Easter) | Gold |

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| Duke | Best Direct Marketing Cross Border Campaign | YPO - Lead as One | Bronze |
| Mortimer Harvey | Best Direct Marketing Cross Border Campaign | ABSA: AFSIC | Leader |
| Mortimer Harvey | Best Direct Marketing Cross Border Campaign | Absa Africa Financial Markets Index Report 2018 | Leader |
| Triple Eight | Best Direct Marketing Cross Border Campaign | "Is my skin healthy?" | Bronze |
| Triple Eight | Best Direct Marketing Cross Border Campaign | "Opening the door to hygiene" | Silver |
| Triple Eight | Best Direct Marketing Cross Border Campaign | Mortein Mums Against Malaria | Leader |
| Levergy | Integrated Direct Marketing Campaign with under R500 000 budget | New Balance Worn as One | Bronze |
| Duke | Integrated Direct Marketing Campaigns | Pepsi - Win Like a Baller | Leader |
| Duke | Integrated Direct Marketing Campaigns | Let's Jive Together | Silver |
| Hello Square | Integrated Direct Marketing Campaigns | TINKIES - MEGAMASH-UP | Leader |
| Joe Public Connect | Integrated Direct Marketing Campaigns | Chicken Licken: Big John | Leader |
| Levergy | Integrated Direct Marketing Campaigns | Sasol #Limitless | Leader |
| Liquorice | Integrated Direct Marketing Campaigns | The Unclean Catalogue | Leader |
| Ogilvy | Integrated Direct Marketing Campaigns | Rape Crisis Cape Town Trust | Bronze |
| Ogilvy | Integrated Direct Marketing Campaigns | Remarkable Regifts | Bronze |
| Ogilvy | Integrated Direct Marketing Campaigns | Audi Black Edition | Silver |
| Ogilvy | Integrated Direct Marketing Campaigns | KFC Bucket for One | Silver |
| Rogerswilco | Integrated Direct Marketing Campaigns | Coffee Run | Leader |
| The et al GROUP | Integrated Direct Marketing Campaigns | BetterBond: Our name says it all | Silver |
| TLC Marketing | Integrated Direct Marketing Campaigns | African Bank | Leader |
| Ogilvy | Integrated Direct Marketing Campaigns | KFC #NowTogether | Gold |
| Ogilvy | Integrated Direct Marketing Campaigns | Castle - Smash the label | Gold |
| Ogilvy | Integrated Direct Marketing Campaigns | Vodacom - SummerGigs | Gold |
| TBWA/Hunt/Lascaris/Durban | Integrated Direct Marketing Campaigns | Glass of Not So Serious (TOPS at SPAR) | Gold |
| The et al GROUP | Integrated Direct Marketing Campaigns | The AVBOB Poetry Project | Gold |
| CHEESE et al & MOBILE et al | CRM Programmes | Fedhealth: "Made for You" | Leader |
| Hello Square | CRM Programmes | ALBANY - IT'S PURE GENIUS | Leader |
| Ipsos | CRM Programmes | Imperial Auto - Onboarding CX | Leader |
| Ogilvy | CRM Programmes | Vodacom - SummerGigs | Bronze |
| CHEESE et al, MOBILE et al | Database & analytics innovation | Fedhealth "Made for you" | Bronze |
| Ogilvy | Database & analytics innovation | DSTV - Loadshedding DStv Now | Gold |
| Flume Digital Marketing & PR | Apps | Orlando Pirates FC Official App | Silver |
| OnePointFour Consulting | Apps | Ib'umdlali Financial Literacy App | Bronze |
| FCB | Art Direction | Absa GEN A | Silver |
| Joe Public Connect | Art Direction | Jet #MzansiMotherTongue | Bronze |
| Joe Public Connect | Art Direction | Gynaguard #12OfficialVaginas | Leader |
| Liquorice | Art Direction | OMO "Don't Fear the Dirt" | Leader |
| Mortimer Harvey | Art Direction | ABSA: Mning Indaba | Leader |
| Mortimer Harvey | Art Direction | Absa Africa Financial Markets Index Report 2018 | Leader |
| Ogilvy | Art Direction | NSRI My Dad | Bronze |
| Ogilvy | Art Direction | Remarkable Regifts | Bronze |
| Ogilvy | Art Direction | Vodacom - Superproposal | Bronze |
| Ogilvy | Art Direction | Castle - Smash the label | Silver |
| TBWA/Hunt/Lascaris/Durban | Art Direction | Glass of Not So Serious (TOPS at SPAR) | Bronze |
| Gorilla | Branded Content | AXE Level Up | Bronze |
| Ogilvy | Branded Content | KFC - Add hope | Bronze |
| The Catalyst | Branded Content | HP #BETHEGENERATION | Leader |
| CHEESE et al & MOBILE et al | Innovative Solutions | Fedhealth: "Made for You" | Leader |
| Conversation LAB | Innovative Solutions | The IIE's Varsity Website | Silver |
| Liquorice | Innovative Solutions | Knorr Takeaway Takeover | Silver |
| Ogilvy | Innovative Solutions | KFC Bucket for One | Bronze |
| Ogilvy | Innovative Solutions | DSTV- Loadshedding | Bronze |
| OnePointFour Consulting | Innovative Solutions | Ib'umdlali Financial Literacy App | Bronze |
| Publicis Machine | Innovative Solutions | 141 Water | Bronze |
| TBWA/Hunt/Lascaris/Durban | Innovative Solutions | Sip of the Nation (TOPS at SPAR) | Leader |
| The Catalyst | Innovative Solutions | HP #BETHEGENERATION | Leader |
| Wunderman Thompson | Innovative Solutions | Mondelez - PS Mzansi Love Songs | Bronze |

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| Duke | Most Effective Use of Content | Bokomo - Dunk Like a Boss | Bronze |
| Hello Square | Most Effective Use of Content | ALBANY - IT'S PURE GENIUS | Leader |
| Joe Public Connect | Most Effective Use of Content | Gynaguard #12OfficialVaginas | Bronze |
| Ogilvy | Most Effective Use of Content | DStv Access Simulcast | Leader |
| Ogilvy | Most Effective Use of Content | Carling Black Label - #NoExcuse isiZATHU | Silver |
| TBWA/Hunt/Lascaris/Durban | Most Effective Use of Content | Sip of the Nation (TOPS at SPAR) | Bronze |
| The Catalyst | Most Effective Use of Content | HP #BETHEGENERATION | Leader |
| Triple Eight | Most Effective Use of Content | CONNECT-ED – high school sexuality education | Leader |
| Conversation LAB | Use of New Technologies | The IIE's Varsity Website | Leader |
| Gorilla | Use of New Technologies | AXE Level Up | Leader |
| Gorilla | Use of New Technologies | AXE Level Up - Sound Design | Leader |
| Joe Public Connect | Use of New Technologies | Beer Finder: SA | Leader |
| Liquorice | Use of New Technologies | Knorr Takeaway Takeover | Silver |
| Ogilvy | Use of New Technologies | Vodacom - SummerGigs | Leader |
| The Catalyst | Use of New Technologies | HP #BETHEGENERATION | Leader |
| Joe Public Connect | UX, Interface and Navigation Design | Expedia Morocco | Bronze |
| Joe Public Connect | UX, Interface and Navigation Design | Chicken Licken: Big John | Silver |
| Joe Public Connect | UX, Interface and Navigation Design | Expedia Seychelles | Silver |
| Ogilvy | Branded Content | KFC #NowTogether | Gold |
| Ogilvy | Branded Content | Castle - Smash the label | Gold |
| Joe Public Connect | Innovative Solutions | AA: Instamine | Gold |
| Ogilvy | Innovative Solutions | Castle - Smash the label | Gold |
| Publicis Machine | Innovative Solutions | Sealand Gear - The Sustainable Invite | Gold |
| Carat SA | Use of New Technologies | Guinness | Gold |
| OnePointFour Consulting | UX, Interface and Navigation Design | Ib'umdlali Financial Literacy App | Gold |
| Ogilvy | Non Profit Direct Marketing Campaign | Carling Black Label - #NoExcuse isiZATHU | Leader |
| Ogilvy | Non Profit Direct Marketing Campaign | NSRI My Dad | Leader |
| Ogilvy | Non Profit Direct Marketing Campaign | Rape Crisis Cape Town Trust | Leader |
| Oracle Media | Agency Credentials | Oracle Media | Leader |
| TLC Marketing | Agency Credentials | TLC Marketing | Silver |
| Rogerswilco | Agency of The Year | Rogerswilco | Leader |
| Triple Eight | Agency Credentials | Triple Eight | Gold |
| Ogilvy | Agency of The Year | Ogilvy | Gold |

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