

Winner of the IAS Agency Credentials Award for 2020 is FoxP2, Boomtown and Conversation LAB follow with Leader Awards

Issued by [DMASA](#)

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[The Assegai Integrated Marketing Awards](#), in conjunction with the [IAS](#) (Independent Agency Search and Selection) is proud to announce [FoxP2](#) as the winner of the prestigious IAS Agency Credentials Award, with [Boomtown](#) and [Conversation LAB](#) following with Leader Awards.

Although this award was inaugurated in 2016, IAS recently revitalised their relationship with the Direct Marketing Association of South Africa (DMASA) - organisers of the Assegai Awards - in order to “relaunch” the IAS Credentials Award this year. The award ceremony took place on 26 November 2020 in Melrose, Johannesburg. Entries were received from creative, digital and media agencies.

Judges included several leading South African marketers as well as international judge [Cesar Vacchiano](#) who is president and Global CEO of Scopen International. Nikki Munsie, Business Director and Hlamazi Mabunda, Project Director of the IAS were also part of the judging panel.

According to Vacchiano “The judges were quite specific about the criteria and the winning entry certainly displayed evidence of an agency that was clear about their focus and positioning. The FoxP2 credentials entry provided the judges with insight into the agency culture and the successes of the work that they are doing for their clients. ROI was clearly evident.”

[Johanna McDowell](#), Founder and CEO of the IAS comments: “We were excited to be able to ramp up our partnership with DMASA by once again offering the Credentials Award. FoxP2 did very well to come out on top, and we were very happy to be able to award Leader Awards to both Boomtown and Conversation LAB all three of which submitted excellent credentials. We would like to encourage more agencies to enter this award in the future because it will give them an opportunity to showcase their agency to the significant number of leading marketers on the judging panel,” concludes McDowell.

All details of the IAS Agency Credentials Award can be found on the Assegai Awards website:
<https://www.assegaiawards.co.za/award-categories/>

Since their inception, the Assegai Awards have striven to benchmark the South African Direct Marketing industry, to highlight best-in-class examples and encourage all players in the industry to work towards achieving greatness in their campaigns. The ultimate goal remains to keep raising the bar for the whole industry.

About the IAS

The IAS (Independent Agency Search and Selection Company) in association with the AAR Group (UK) was founded in



South Africa in 2006. IAS specializes in client/agency relationship management and helping clients find agencies.

International associate company AAR Group was founded more than 40 years ago in the UK and has associates and branches throughout the world.

The Independent Agency Search & Selection Company is committed to the international and local pitch guidelines as defined by both the IPA (Institute of Practitioners in Advertising UK) and the ACA (The Association of Communications Agencies SA).

Scopen Africa was launched in South Africa in 2016 in partnership with the Independent Agency Search & Selection Company. IAS now owns 26% of Scopen Africa (Grupo Consultores Africa). For information on Scopen Africa please visit scopen.com

www.agencyselection.co.za

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DMASA



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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