

2018 Assegai Awards: Winners revealed!

The winners of the 2018 Assegai Awards have been announced at an awards ceremony that was held at The Polo Room/Inanda Club on Thursday 8 November.



The Direct Marketing Association of Southern Africa's Assegai Awards remains one of the highlights of the industry's calendar. The Assegai Awards celebrated all that is creative, smart and ultimately hits the mark of perfection. "The work these agencies and partners have produced over the past 12 months has been of an international standard," says CEO, David Dickens: "Congratulations to all the winners!"

"Whilst the competition entries exceeded 200, this year was particularly tough. We managed to get an average of 6 judges per entry in 3 days of judging allowing stringent review and marking. Our external auditors ensured an unbiased result and have given all sector winners their appropriate places."

Special Awards

- Young Direct Marketer of the Year: Clarissa Fleischer from Rogerwilco
- Agency of the Year: Joe Public Connect
- Brand of the Year: Black, the future of entertainment (Joe Public Connect)
- Newcomer Award: Social Creachas
- Zinthatu Award: Joe Public Connect and Ogilvy
- Nkosi Award: Levergy

The following is a complete list of this year's Awards winners, as announced per category.

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

3D		
Entry Name	Company Name	Award
A seat at the table	Demographica	Bronze
Garagista - For Sale Ale	Duke	Gold
Survivor Tree Email	Gorilla	Bronze

How OMO used a dirty book to reconnect children with playtime and storytime.	Ogilvy Cape Town	Bronze
Martell Cognac Vs Single Distillery – “Curious Minds Influencer Drop”	Publicis Machine	Gold
Direct Mail: Addressed and Unaddressed Campaigns		
Stay in your HappyPlace	African Bank	Bronze
Direct Response Mass Media: TV, Print, Out-of-home and Radio		
Shield Be The Next Champion	Gorilla	Bronze
Huggies - The World's First Baby Marathon	Ogilvy Johannesburg	Bronze
Email Marketing		
Survivor Tree Email	Gorilla	Bronze
Nedgroup Medical Aid Scheme "Fittest Fingers First"	The Cheese Has Moved	Bronze
Experiential Media		
Jaguar Land Rover Two Icons Tour	Captivate Brand Activations	Silver
Guinness Match Made of Black	Carat	Leader
Russian Bear Vodka #IamNext	Densu Aegis Network	Leader
Apartheid Museums - Bill of rights	Joe Public	Gold
Carling Black Label - Soccer Song for Change	Ogilvy Cape Town	Gold
How OMO used multi-sensory engagement, African fables and dirt to reconnect kids with the world beyond their digital screens.	Ogilvy Cape Town	Gold
Volkswagen Fuels The World's Largest Game Of #Marco#Polo	Ogilvy Cape Town	Gold
DStv - Halloween Sleepover	Ogilvy Johannesburg	Bronze
Robertsons Reinvention Kitchen	The Hardy Boys	Bronze
Face to Face Activations / Field Marketing		
#ShieldReady	Gorilla	Bronze
Pin Pop Tongue Painter School Tour	Nungu Marketing	Leader
Integrated Direct Marketing Campaign (R500 000 budget or less)		
New Balance #BeProteas	Levergy	Gold
Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)		
Disney Solo	Ad Colony	Gold
Heineken Uefa Champions League	Ad Colony	Gold
Samsung S9	Ad Colony	Gold
Iliadin #MimicYourMan	Gorilla	Gold
Knorr leave no food behind	Liquorice	Bronze
Lucozade Boost Your Drive	Mindshare	Bronze
Royco Rewards	Mobitainment, ARC South Africa, Asakhane	Gold
Volkswagen Fuels The World's Largest Game Of #Marco#Polo	Ogilvy Cape Town	Gold
Cadbury PS – #SayItWithPS	Ogilvy Johannesburg	Gold
DStv Access – Ringa No Makenzo	Ogilvy Johannesburg	Gold
DStv - Fanalysis	Ogilvy Johannesburg	Gold
Firstwatch Whisky	Platinum Seed	Bronze
Mobile SMS, MMS		
Royco Rewards	Mobitainment, ARC South Africa, Asakhane	Gold
Most Effective Use of Content		
Investec Interview	Wunderman SA	Bronze
Online Campaigns: banners, micro sites, remarketing and other online campaigns		
AXE Golden Ticket	Gorilla	Gold
LUX #MoreThanYouCanSee Experience	Gorilla	Gold
The Avbob Poetry Project	iLEAD et al, a member of the et al group	Silver
The Mentorship Challenge	iLEAD et al, a member of the et al group	Silver
Chicken Licken® Double Chick'n Boerie™ Burger Debate	Joe Public Connect	Bronze
Black - The Future of Entertainment Now	Joe Public Connect	Bronze
Lucozade Boost Your Drive	Mindshare	Leader
KFC #BlackFriedDay	Ogilvy Johannesburg	Gold
KFC Dunked Burgers	Ogilvy Johannesburg	Gold
Neurobian	Ogilvy Johannesburg	Gold
Vodacom Repositioning	Ogilvy Johannesburg	Gold

Martell Cognac Vs Single Distillery – “Curious Minds Influencer Drop”	Publicis Machine	Gold
Jägermeister Jäger X	TBWA Hunt Lascaris Durban	Bronze
Search Marketing: SEO and PPC		
Re/Max Dynamic Search Ads Campaign	JellyFish	Leader
KFC Search Always On	Mindshare	Leader
KFC Search Black Fried-Day	Mindshare	Silver
WesBank dialing down the call centre	Rogerswilco	Leader
Satrix - Beating the Index	Rogerswilco	Gold
Samara Game Reserve	Ruby Digital	Leader
Social Media (Social Media Platforms)		
The Avbob Poetry Project	Brand et al, a member of the et al group	Gold
The Mentorship Challenge	Brand et al, a member of the et al group	Gold
The 2017 Absa/City Press Money Makeover Challenge	Brave Group executed by Rogue	Silver
Kwesé Play	EOH Digital	Leader
RAF (Road Accident Fund) Back to School	EOH Digital	Leader
Shield Pressure Moments	Gorilla	Leader
Shield - Be The Next Champion	Gorilla	Leader
Chicken Licken® Hotwings® Sbu 2.0	Joe Public Connect	Bronze
New Balance #BeProteas	Levergy	Gold
JC Le Roux #Express Yourself	Liquorice	Leader
Magnum MaXhosa	Liquorice	Leader
Happy Father's Day from Omo #FathersDayForAll	Liquorice	Gold
#StopDayLightRobbery	M&C Saatchi Abel	Bronze
KFC “Rolling”: Using trends, timing and tactics to win at the F ___ W ___ C ___	Ogilvy Cape Town	Gold
Skip – End of Fast Fashion	Ogilvy Cape Town	Gold
Nimeu – 12 Week Challenge #NoMakeUpBride	Ogilvy Johannesburg	Leader
Pfizer - Life Uncensored	Ogilvy Johannesburg	Leader
Philips #ShaveToRemember	Ogilvy Johannesburg	Leader
Vodacom Summer	Ogilvy Johannesburg	Leader
Cadbury PS – #SayItWithPS	Ogilvy Johannesburg	Gold
DStv - Fanalysis	Ogilvy Johannesburg	Gold
DStv - Halloween Sleepover	Ogilvy Johannesburg	Gold
DStv - The Other Host Nation	Ogilvy Johannesburg	Gold
Rémy Martin – the luxury Fine Champagne Cognac	Platinum Seed	Leader
#CokeScoreChallenge	Playmakers	Silver
Builders - “Get Your House In Shape”	Publicis Machine	Leader
WesBank - Graduate Finance	Social CREACHAs	Leader
Jägermeister Enter The Woods	TBWA Hunt Lascaris Durban	Bronze
Jägermeister Ice Cold Oppikoppi	TBWA Hunt Lascaris Durban	Bronze
Jägermeister Jäger X	TBWA Hunt Lascaris Durban	Gold
The Parent Feed by Littleworld	Woolworths	Leader
Websites		
Robertsons	Liquorice	Leader
South Africa's Ultimate Journey	Motor Happy	Bronze
Integrated Direct Marketing Campaign (R500 000 budget or less)		
Come to the cloud with us	Firewater	Bronze
Absa Private Banking for Young Professionals – You've earned it, now own it	Mortimer Harvey	Bronze
South Africa's Ultimate Journey	Motor Happy	Bronze
Integrated Direct Marketing Campaigns		
Shield Pressure Moments	Gorilla	Leader
Surf Laundry - School of Shine	Liquorice	Leader
Lucozade Boost Your Drive	Mindshare	Silver
Royco Rewards	Mobitainment, ARC South Africa, Asakhane	Leader
Talk To Nando's	Nudge	Bronze
Carling Black Label #NoExcuse	Ogilvy Cape Town	Gold
KFC “Make A Meal Of It” The retail ad that united the globe	Ogilvy Cape Town	Gold

Huggies - The World's First Baby Marathon	Ogilvy Johannesburg	Leader
Philips #ShaveToRemember	Ogilvy Johannesburg	Silver
The Avbob Poetry Project	The et al group	Silver
Robertsons Reinvention Kitchen	The Hardy Boys	Leader
CRM Programmes		
Royco Rewards	Mobitainment, ARC South Africa, Asakhane	Leader
Talk To Nando's	Nudge	Gold
Absa - Youth Campaign	TLC Marketing Worldwide	Bronze
Nedbank Greenbacks	TLC Marketing Worldwide	Silver
Database and Analytics Innovation		
Talk To Nando's	Nudge	Leader
ERM: Employee Relationship Marketing		
MTN Press Pause	Actuate	Leader
Nedgroup Medical Aid Scheme "Fastest Fingers First"	The Cheese Has Moved	Leader
Loyalty Programmes		
Royco Rewards	Mobitainment, ARC South Africa, Asakhane	Leader
Art Direction		
BMW X2	EOH Digital	Leader
Black - The Future of Entertainment Now	Joe Public Connect	Gold
Chicken Licken "Hotwings" Sbu 2.0	Joe Public Connect	Gold
Castle Lite Money Calling – "Unlock it, pour it, sip it, enjoy it, lock it"	Ogilvy Cape Town & and Egg Films co-entry	Leader
Robertsons Reinvention Kitchen	The Hardy Boys	Silver
Branded Content		
The Avbob Poetry Project	Brand et al, a member of the et al group	Leader
BMW X2	EOH Digital	Leader
Chicken Licken® Double Chick'n Boerie™ Burger Debate	Joe Public Connect	Gold
New Balance #TrainingDay	Levergy	Leader
Magnum MaXhosa	Liquorice	Silver
Cadbury PS – #SayItWithPS	Ogilvy Johannesburg	Silver
Huggies - The World's First Baby Marathon	Ogilvy Johannesburg	Silver
Vodacom Youthday	Ogilvy Johannesburg	Silver
Robertsons Reinvention Kitchen	The Hardy Boys	Silver
Innovative Solutions		
The Avbob Poetry Project	Brand et al, a member of the et al group	Leader
A seat at the table	Demographica	Gold
Garagista - For Sale Ale	Duke	Gold
Survivor Tree Email	Gorilla	Leader
SAB - The 'Your Business in Lights' Billboard	Joe Public Connect	Leader
Black - The Timeline Takeover	Joe Public Connect	Gold
Black - Boring Pre-Roll Ads	Joe Public Connect	Gold
Audi Q5 Fast Track	Levergy	Leader
Surf Laundry - School of Shine	Liquorice	Silver
Lucozade Boost Your Drive	Mindshare	Bronze
"Dirt is Good" - Why OMO created a dirt-activated African fable for children	Ogilvy Cape Town	Leader
Carling Black Label - Soccer Song for Change	Ogilvy Cape Town	Silver
Jägermeister Enter The Woods	TBWA Hunt Lascaris Durban	Leader
Most Effective Use of Content		
Clover Krush Goodness Campaign	Amok Digital	Gold
The Avbob Poetry Project	BRAND et al, a member of the et al group	Leader
Shield Pressure Moments	Gorilla	Leader
Anglo American - A Day at a Modern Mine	Joe Public Connect	Leader
KFC "Make A Meal Of It" Using The Most Contentious Content In Soccer To Sell Streetwise	Ogilvy Cape Town	Silver
Cadbury PS – #SayItWithPS	Ogilvy Johannesburg	Silver

Huggies - The World's First Baby Marathon	Ogilvy Johannesburg	Silver
Investec Interview	Wunderman SA	Bronze
Use of New Technologies		
A seat at the table	Demographica	Silver
AXE Golden Ticket	Gorilla	Silver
SAB - The 'Your Business in Lights' Billboard	Joe Public Connect	Silver
SAB - The invisible issue	Joe Public Connect	Silver
Royco Rewards	Mobitainment, ARC South Africa, Asakhane	Silver
Jägermeister Enter The Woods	TBWA Hunt Lascaris Durban	Silver
UX, Interface and Navigation Design		
Survivor Tree Email	Gorilla	Silver
Sanlam Reality Website	Publicis Machine	Silver
Jägermeister Enter The Woods	TBWA Hunt Lascaris Durban	Silver
NPO Direct Marketing		
One School at a time - Never Unsanitary Pads	Joe Public	Gold
Powa The news you need to see	Joe Public	Gold
Public Benefit Direct Marketing Campaign		
Road Accident Fund – #AlwaysRemember	Mortimer Harvey	Gold
Student Direct Marketing Campaign		
UJ & Dmasa Project – Making Mental Health Matter	S.H.E	Gold

For more, visit: <https://www.bizcommunity.com>