

Entries for 2013 Assegai Awards closes this month

Entries for the very best in direct and integrated marketing campaigns that were executed between May 2012 and September 2013 need to be submitted to the Direct Marketing Association's 2013 [Assegai Integrated Marketing Awards](#) by noon on 25 October 2013.

Lesoba Difference, a multiple award-winning agency and specialists in the field of direct marketing, developed this year's entry website and creative theme 'The Little Black Book'.



New categories continue

This year sees the continuation of two new categories that were added last year, namely SME Direct Marketing Newcomer and the Young Direct Entrepreneur of the Year awards.

"It is important to recognise young talent in order to nurture our future direct leaders. In addition, it is very encouraging to see that direct marketing is increasingly being used by SMEs and entrepreneurial business, driven by the fact that direct is scientific and results are so tangibly measurable - crucial for any business on a tight budget," says Alastair Tempest of the DMASA.

"In addition to this we have an evolving privacy and consumer protection legislative environment and it's important to recognise the companies who are embracing the regulatory environment and adhering to the highest levels of ethics and governance within their marketing practices."

Rewarding excellence

The awards are the independent, premier awards wholly dedicated to the multi-billion Rand direct marketing industry, recognising and rewarding excellence in multi-channel direct response marketing.

Stripped to its fundamentals, the awards are all about results, measuring the ROI performance of the winning campaigns - winning new business, more revenue, better retention, respect, credibility and being the leader of the pack.

Organisers are aiming to attract 200 entries across the six sections and 30 categories this year - ranging from mass media through to multiple media, activations, social media, integrated marketing, e-commerce, telephone marketing, database to CRM, to mention a few.

The most sought-after award is the coveted INKOSI ASSEGAI, given to the best overall direct campaign across all categories.

Sponsors

The South African Post Office sponsors the awards. Other sponsors include:

- Affinity Data
- African Bank
- Computer Facilities
- Lesoba Difference
- List Perfect
- Nedbank
- Nex Media
- O'Keeffe & Swartz

- Teresa Settas Communications

For more information, go to www.assegaiawards.co.za. To book for the gala evening at Vodaworld on 21 November 2012, contact Nadine on rsvp@tscommunications.co.za.

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