

# Nando's is Assegais 2021 Hotshot

Issued by [DMASA](#)

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Nando's SA scooped the top Nkosi Award at the Assegai Direct and Integrated Marketing Awards held on Thursday evening, 11 November 2021, at The Venue in Melrose Arch, Johannesburg.



Host of the Assegais, the Direct Marketing Association of SA (DMASA), congratulated Nando's, it's leaders and creative team for a sterling effort during the most challenging of years.

"Many South Africans have had to work under often difficult conditions at home and remotely and the Nando's team managed to produce outstanding work that really demonstrated human beings often produce their best under pressure," says David Dickens, DMASA CEO.

Newcomer of the Year was Retroviral and Panther Punch. One quarter of entries received for the Assegais were from first-time entrants. There were leader, bronze, silver and gold awards to be won across dozens of categories spanning search, email, experiential and mobile marketing. A complete list of award winners can be found here: <https://www.assegaiawards.co.za/2021-winners/>

This was the second Assegai's Awards Gala to be held since the pandemic. "We're enormously pleased that the biggest networking event of the local direct marketing industry is back with a vengeance. We proved again that the Assegais are unmissable," added Dickens.

The Assegai Direct and Integrated Marketing Awards showcase the industry leaders who have delivered exceptional work over the previous year and have been hosted annually by the DMASA for the past 23 years.

More information about the awards can be found at [www.assegaiawards.co.za](http://www.assegaiawards.co.za).

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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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