

## 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

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

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

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



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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