

Impressive total of 56 judges for the Assegai Awards 2022

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This year's Assegai Integrated Marketing Awards will field the biggest ever complement of local and international judging talent.

From a total of 46 judges last year, the 2022 instalment of SA's most anticipated annual Integrated and Direct Marketing awards (IDM) will feature 56 judges that include three top international judges.

The Direct Marketing Association of SA (DMASA) says the three top international IDM personalities heading the judging line-up are Ann-Sophie Sell, jury president and head of creative at Publicis Groupe Germany; Mattias Anderson, co-founder and partner at Milton Insights (Agency of the Year 2021, 2022 and Best Employer 2022 as well as Top 30 in CRM in the World) and chairman of the jury; and Ryan McManus of VMLY&R, WPP, and Ford's chief creative officer, North America.



"The Assegais are South Africa's premier integrated marketing award and we're thrilled to be able to call on the world's best advertising and marketing talent to complete our already top-rated local judging line-up. We thank Ann-Sophie, Mattias, and Ryan for their interest in our awards," says David Dickens, DMASA CEO.

Anthony	Chetty	AJ Solutions
Ann-Sophie	Sell	Publicis Groupe
Alex	Debisi	360 Fusion
Alex	Goldberg	Ogilvy Cape Town
Aleksandra	Surogena	Special Effects Media
Ana	Rocha	VMLY&R
Archie	Malinga	Ogilvy Johannesburg
Ashley	Truscott	BDO
Bernice	Smith	Point of Rental
Candice	Goodman	Mobitainment
Cesar	Vacchiano	Scopen
Chandrika	Bhima	Consultant
Charlie	Stewart	Rogerwilco

Charlene	Oliver	Ogilvy Johannesburg
Cindy	Van der Vorst	Avatar Agency
Ciaran	Mckivergan	8909 Agency
Craig	Miles	HelloSquare
Dani	Morley	Standard Bank Shyft
Danielle	Oliver	Special Effects Media
Darrel	Els	Lesoba Difference
Deborah	Bailey	Hotwire Marketing
Dominique	Baxewanos	Wunderman Thompson
Hanneke	Bentz	Consultant
Haydn	Townsend	Accenture
Jacqui	Swart	Discovery
Jacques	Du Bruyn	Flume Digital
Jared	Patel	Sea Harvest
Johanna	McDowell	Agency Selection
Jonty	Rens	Et Al Group
Jordan	Wallace	Gorilla
Kerry	Mclaren	The Catalyst Africa
Lauren	Allden	DDB South Africa
Laura	Botha	Clientele
Lee-Ann	Morgan	LV Morgan Consulting Int
Lesego	Kotane	King James
Luke	Goller	Arc Interactive
Loyiso	Twala	McCann Joburg
Michelle	McEwan	Gorilla Creative Media
Mikaila	Thurgood	Lesoba Difference
Mark	Stecker	Firewater
Matt	Nkala	The Catalyst Africa
Mattias	Andersson	Miltton Group
Matthew	Cooper	Sauce Advertising
Natalie	Laurencik	Consilium Legal
Pabi	Rampa	Vodacom
Ryan	McManus	VMLY&R New York
Sandy	Naransammy	ABSA
Sudasha	Vandiar	Digital Optimization
Suzanne	Badenhorst	iLead Agency

Struan	Campbell	Levergy
Taryn	Gill	The Perfect Hair
Thabang	Radebe	Thabang R Photography
Thibedi	Meso	Think Creative Africa
Twanett	Williams	Services Seta
Victoria	Grant	DragonFly Agency
Zahira	Kharsany	Gorilla Creative Media

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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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