

New sponsors, categories for Assegai Integrated Marketing Awards

The organisers of the [Assegai Integrated Marketing Awards](#), the Direct Marketing Association of South Africa (DMASA), have announced two new categories of this year's awards and welcomed new sponsors to the event. Joost van Nispen, who has spent his lifetime perfecting the art of direct marketing, leads judging, which takes place from 23-26 October at the Focus Rooms in Sunninghill.



New categories

The two new categories are the SME Direct Marketing Newcomer Award and the Young Direct Entrepreneur of the Year award. The awards now offer 30 categories across six sections of direct excellence.

Sponsors

For the fifth consecutive year, the awards is presented by The South African Post Office, along with a host of category sponsors. The awards ceremony will take place at the SAX Arena on 15 November and, judging by the calibre of agencies and corporates entering this year, the competition looks set to be fierce. The 2012 sponsors are:

- The South African Post Office - presenting sponsor
- Absa
- African Bank
- Blue Label Data Solutions
- Computer Facilities
- Demographica
- Edcon Group
- Inter-Net
- Information Capital
- Nedbank
- O' Keeffe and Swartz
- P:Cubed
- Standard Bank
- List Perfect
- The Focus Rooms
- 5th Dimension
- Peugeot

People wishing to attend the event can email Nadine on info@assegaiawards.co.za.

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