

Assegai Awards in mid-November

The award ceremony for the 2012 [Assegai Integrated Marketing Awards](#) will be hosted at the Sax Arena in Centurion on Thursday 15 November 2012. Sponsored by the SA Post Office for the sixth consecutive year, this event acknowledges and recognises excellent work in the direct marketing space.



SA Post Office head of mail business, Janras Kotsi, says that, as a key player in the direct marketing industry, it is only fitting that the Post Office be actively involved in an event that highlights work of exceptional quality. "Many of our corporate customers conduct marketing through the postal stream and we see our partnership with DMASA as critical to our success in this area of the business."

DMASA acting CEO, Alastair Tempest, says the annual Assegai Awards are designed to benchmark and continuously raise the bar in respect of the creative effectiveness, strategic importance and profitability of direct campaigns, projects and business. "Other initiatives include tariff negotiations with primary industry suppliers on behalf of members, lobbying on data privacy issues, database protection and anti-spamming issues. DMASA is also committed to providing members with formalised education, networking forums offering the latest information, and providing informed legal opinion," he says.

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