

All the 2012 Assegai Awards winners

The winners for the 2012 [Assegai Integrated Marketing Awards](#) was announced at Sax Arena in Centurion yesterday, Thursday, 15 November 2012. The event recognises excellence in direct and interactive marketing.



Assegai entry numbers are said to be growing steadily year on year by at least 30%, the quality of work is improving each year and clients are getting to see the real bottom line benefits that sit behind the art and science of marketing. Each year an analysis of the entries reveals a telling story - more and more businesses, from small entrepreneurial outfits right through to the largest blue chips, are investing in direct and integrated marketing.

"The Assegais provides a wonderful research opportunity to benchmark evolving trends and test new products and services aimed at the direct marketing fraternity," says Michelle Perrow, DMASA.

Views that digital channels such as web, email, social media and SMS would spell the end of more traditional direct channels have reportedly proven unfounded judging on this year's entries. Integration seems to be the trend and marketers are making use of multiple channels to drive response across media channels.

Janras Kotsi, group executive: Mail Business of the South African Post Office comments: "It is pleasing to see that the silo mentality seems to be subsiding and marketers are realising that to be a successful direct marketer, you need to embrace the versatility and appeals of different channels. It's a new world of direct and interactive marketing and many of yesterday's assumptions have changed. Multi-media marketing is more important than ever, but email and phone are no longer the central players they once were - it is now all about integrated communications. Direct mail is enjoying an unprecedented level of appeal and relevance and finding its place in a combined communications mecca of new and traditional channels."

Winners

The awards were individually scored by an expert panel of judges and the final scores were audited by an independent auditor. The Leader awards, which were introduced in 2011, are those entries that could qualify in terms of their final audited scores for an Assegai award. From the leader awards, the top scoring campaigns are then awarded gold, silver and bronze awards.

Company/Entrant	Title	Award
Media Awards - 3D (Sponsored by Information Capital)		
Lesoba Difference	Nedbank Investment Campaign	Gold
M&C Saatchi Abel	Weylandts Maison Invite	Silver
Prima Integrated Marketing	BMW Work of Art	Bronze
MACHINE	Marmite Blogger Pack	Leader
Media Awards - Direct Mail (Sponsored by 5th Dimension)		
Lesoba Difference	Spice Pack	Gold
Lesoba Difference	Journal of Appreciation	Silver
5th Dimension	SOS - Back to School	Bronze
Lesoba Difference	Silver Service	Leader
Mortimer Harvey	Absa Personal Loans	Leader

Media Awards - Direct Response Advertising: TV, Infomercial, Radio		
OPENCO The Open Collaboration	Hollard Non-Underwritten Life Launch	Silver
Prima Integrated Marketing	Ikamva Labantu Event Video	Bronze
OPENCO The Open Collaboration	Kaizer Chiefs Funeral Plan	Leader
Ogilvy	Cell C 99cents	Leader
34	Capitec Personal Loans	Leader
Media Awards - Direct Response Advertising: Outdoor, Ambient and Print		
Lesoba Difference	Cuckoo Print Advert Suite	Silver
Lesoba Difference	Soar Print Ad Suite	Bronze
Lesoba Difference	Ricoh New Branding Ads	Leader
Media Awards - Unaddressed Campaigns: Distribution/Inserts (Sponsored by Blue Label Data Solutions)		
Lesoba Difference	Unilever OMO Infomail Campaign	Bronze
Lesoba Difference	Nedbank Medical Professionals	Leader
Media Awards - Alternative: Experiential		
Ogilvy Cape Town	Be the Coach	Silver
Ogilvy Cape Town	Darling to Carling	Bronze
Ogilvy Cape Town	Date Drive	Leader
M&C Saatchi Able	Nike 'Runners Club Flagship Store'	Leader
Gloo Digital Design	FNB "dotFNB"	Leader
Media Awards - Alternative: Activations		
Ogilvy	Castle SuperFans	Silver
M&C Saatchi Able	Frisco ' Wide Awake Shake'	Bronze
CKNet Internet Services (PTY) Limited	Jaguar & Land Rover Virtual Showrooms & Mall Activations	Leader
Silverstone Solutions	29 Days of Amazing / Nokia Lumia Promoters App	Leader
Lesoba Difference	Cuckoo Mascots	Leader
Media Awards - Telephone Marketing		
Absa Life (Pty) Ltd	Absa Lifelong Webmail	Silver
O'Keeffe & Swartz	Cancer Care Plan Insurance Acquisition Campaign	Bronze
O'Keeffe & Swartz	Cancer Care Plan Insurance Upgrade Campaign	Leader
O'Keeffe & Swartz	Hospital Plan Cross sell Insurance Campaign	Leader
Media Awards - Online Advertising		
iLogic Agency	Nando's Ketchup on the Headlines	Gold
Gloo Digital Design	Samsung "AFCON goal"	Silver
Gloo Digital Design	BMW "Infographics"	Bronze
Gloo Digital Design	Samsung Galaxy SIII "Smart Stay"	Leader
Gloo Digital Design	Samsung Galaxy SIII "Pop up play"	Leader
Media Awards - Social Media (Sponsored by Inter-net)		
Ogilvy Cape Town	Street Quest	Gold
Retroviral Digital Communications	Nando's Last Dictator Standing	Silver
Ogilvy Cape Town	YouTube Interventions	Bronze
Ogilvy	SAB Miller Music Tour West	Leader
M&C Saatchi Able	Dementia	Leader
Media Awards - Website		
Ogilvy Cape Town	Date Drive	Silver
HomeChoice	Whack-a-Cupcake Game	Bronze
OPENCO The Open Collaboration	TollFreeGP	Leader
MACHINE	Marmite	Leader
Media Awards - Email Marketing (Sponsored by Demographica)		
Oscar Tango	Trailblazing through Africa	Gold
Demographica	Email Marketing	Silver
M&C Saatchi Able	M-Web	Bronze
5th Dimension	Placecol Care Program - Emails	Leader
Oscar Tango	Ein Deutsches Model	Leader
Media Awards - Mobile (Sponsored by Standard Bank)		
The Foschini Retail Group (Pty) Ltd	TFG Search For Santa Mobile Campaign 2011	Gold
Ogilvy Cape Town	Be the Coach	Silver
NATIVE	Pass the Parcel	Bronze

Ogilvy Cape Town	Street Quest	Leader
Liquorice	What's for Dinner Mobile App	Leader
Multiple Channel Campaign Awards (Sponsored by Absa)		
Ogilvy Cape Town	Date Drive	Gold
Ogilvy Cape Town	The world's first alien abduction flavoured gum	Silver
Boomtown Strategic Brand Agency	Dream starter	Bronze
Havas Worldwide South Africa	Emperors Palace: Game Changers	Leader
Ogilvy	Cell C 99cents	Leader
Relationship Marketing - CRM & Loyalty		
Mortimer Harvey	Absa Onboarding	Silver
The Foschini Retail Group (Pty) Ltd	TFG Rewards & More	Bronze
New Clicks South Africa PTY LTD	The Body Shop	Leader
Silverstone Solutions	Nokia Rewards	Leader
5th Dimension	Placecol Care Program	Leader
Relationship Marketing - ERM (Sponsored by Edgars)		
Stratitude (Pty) Ltd	Telkom Touch	Silver
Lesoba Difference	Belgium Campus ERM Programme	Bronze
Lesoba Difference	Isle of fun	Leader
Relationship Marketing - Database & Analytics Innovation (Sponsored by P:Cubed)		
The Foschini Retail Group (Pty) Ltd	TFG Rewards & More	Gold
Lesoba Difference	Unilever - OMO Online tracker tool	Silver
5th Dimension	Placecol Care Program - Communication Engines	Bronze
Craft Awards - Copy (Sponsored by TS Communications)		
M&C Saatchi Abel	Dementia	Silver
Gloo Digital Design	Clover "way better"	Bronze
5th Dimension	Burlington NBD Campaign	Leader
Lesoba Difference	CSI Add-option Campaign	Leader
Lesoba Difference	Ricoh - New Branding Radio ads	Leader
Craft Awards - Art Direction		
MACHINE	Marmite	Silver
Lesoba Difference	Soar Corporate Brochure	Bronze
Gloo Digital Design	Clover "way better"	Leader
Aqua/Wunderman	Escape to Mars	Leader
M&C Saatchi Abel	Weylandts Maison Invite	Leader
Craft Awards - Creative Solutions (Sponsored by Focus Rooms)		
Ogilvy	POWA9 West brochure	Gold
M&C Saatchi Abel	Johannesburg Youth Ballet	Silver
M&C Saatchi Abel	Dementia	Bronze
Lesoba Difference	Business Day - Sushi Campaign	Leader
Gloo Digital Design	BMW "Springbok Penalty Challenge"	Leader
Student Awards - Young Direct Entrepreneur of the Year (Sponsored by O'Keeffe & Swartz)		
Warren Moss - Demographica		Gold
Student Awards - Student Marketing Campaign, Curriculum (Sponsored by Bytestream)		
University of Johannesburg - Ink & Water	Tell a Story Concept	Gold
University of Johannesburg - Faded Zebra	Organ Donor Foundation	Silver
University of Johannesburg - Ygen	Organ Donor Foundation	Bronze
University of Johannesburg - Timeless Mediator Communications	Organ Donor Foundation	Leader
Top New Comer Award		
iLogic Agency		Gold
Individual & Company Awards: DMA Hall of Fame (Sponsored by Nedbank)		
Ray Johnson		
Individual & Company Awards: Supplier of the Year (Sponsored by African Bank)		
Tunleys Mail & Print		
Individual & Company Awards: Direct Marketer of the Year (Sponsored by Computer facilities)		
Chandrika Bhima		
Individual & Company Awards: Organisation of the Year (Sponsored by Placecol)		
Lil-Lets		

Individual & Company Awards: Public Sector Service		
SA Post Office	For Post Box campaign 2011/12 developed by Lesoba Difference	
Inkosi		
The Foschini Retail Group (Pty) Ltd	Search for Santa Mobile Campaign 2011	

The 2012 Assegai Integrated Assegai Awards is headline sponsored by the South African Post Office for the sixth consecutive year, and once again generously supported by a host of category and support sponsors including:

- Absa
- African Bank
- Blue Label Data Solutions
- Bytestream
- Computer Facilities
- Demographica
- Edcon Group
- Information Capital
- Nedbank
- O' Keeffe and Swartz
- P:Cubed
- Placecol Skin Care Clinic and Dream Nails Beauty
- Standard Bank
- List Perfect
- The Focus Rooms
- 5th Dimension - who are also responsible for the development of this year's Assegais campaign
- Teresa Settas Communications - who are also the coordinators of the Assegai Awards
- Burlington Data Print
- Inter-Net

For more go to www.assegaiawards.co.za or contact the Assegai Awards office on +27(0)11 894 2767 or e-mail info@assegaiawards.co.za.

For more, visit: <https://www.bizcommunity.com>