

## All the 2011 Assegai Awards winners

The 2011 Assegai Integrated Marketing Awards, hosted by the Direct Marketing Association of South Africa (DMASA) and presented by the South African Post Office (SAPO), took place last night, Thursday, 17 November 2011, at Emperor's Palace in Johannesburg. The Inkosi award - given to an entry that has excelled above all others across strategy, creativity and return on investment - went to [Boomtown Strategic Brand Agency](#) for "Always On".



The awards honour the direct and interactive marketing industry and celebrate creative and strategic execution of award-winning direct and integrated marketing campaigns of the highest calibre in SA.

### 'Leader' award introduced

This year's Assegais introduced a "leader" award, aligned to the process adopted by the international Ech awards. Leaders are identified in the final audited campaign scores based on the overall creative concept: which include copy, graphics and production quality, marketing strategy and response results. Leaders 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. In some instances, more than one Gold, Silver or Bronze is awarded - this only happens where campaigns have identical scores.

Comments DMASA CEO Brian Mdluli, "If I had to define this year's key trends in direct, it would be augmentation and integration of channels. ROI is the fundamental driver behind direct marketing, and achieving this is about science and analytics - this year's awards are testimony to that."

Company/entrant	Campaign name	Award
<b>Media Awards - 3D sponsored by 5th Dimension</b>		
Boomtown Strategic Brand Agency	Always On	Gold
TBWA Hunt Lascais Durban	Build it	Gold
M&C Saatchi Abel	Mr. Delivery Blogger Drop	Silver
Ogilvy	Dis Hoe Ons Rol	Silver
Action Ambro's	Escape the Office	Bronze
<b>Direct Mail</b>		
Ogilvy	Cell C Retention Pack	Gold
WinDirect	Magic Boat	Silver
Mortimer Harvey	Virgin Money "Gertrude"	Silver
Lesoba Difference	Nedbank - Certificate of More	Bronze
Lesoba Difference	Nedbank - Silver Service	Bronze
Action Ambro's	Worst Job in the World	Leader
Action Ambro's	It's Not Funny	Leader
Lesoba Difference	Nedbank - Opportunity Pack	Leader
5th Dimension	Edgars - Red Carpet	Leader

5th Dimension	Edgars - Happy & Sad	Leader
<b>Media Awards - Direct Response Advertising (TV, Infomercials &amp; Radio)</b>		
Leo Burnett	Salvation Army	Silver
human.kind advertsing	Ons Verstaan	Bronze
Prima Integrated Marketing	Important things	Leader
human.kind advertising	You Need The Hippo	Leader
<b>Media Awards - Direct Response Advertising (Outdoor, Ambient &amp; Print)</b>		
Lesoba Difference	MRA Print Ads	Silver
human.kind advertsing	You Need The Hippo	Bronze
Prima Integrated Marketing	The Malaria Movement	Leader
<b>Unaddressed Campaigns (Direct Distribution / Inserts)</b>		
Lesoba Difference	Nedbank Professional Campaign	Gold
Action Ambro's	Escape the office	Gold
Action Ambro's	Nice to meet you	Silver
<b>Alternative Media (Activations)</b>		
Euro RSCG South Africa	Volvo S60 Naughty Convoy	Silver
CKNet Internet Services	Land Rover Evoque Reveal	Silver
Gloo Digital Design	Brandhouse Drive Dry	Bronze
Prima Integrated Marketing	The Malaria Movement	Leader
<b>Alternative Media (Experiential)</b>		
Gloo Digital Design	South African Tourism Touch Table	Silver
NATIVE Digital Agency	You need the Hippo	Silver
Gloo Digital Design	BMW digital billboards	Bronze
<b>Telemarketing</b>		
The Standard Bank of South Africa Ltd	Home loan fixed rate	Bronze
<b>Online Advertising</b>		
Prima Integrated Marketing	The Hippo helps out	Bronze
<b>Social Media</b>		
Boomtown Strategic Brand Agency	NMMU Flash Mob Viral Video	Gold
LM&P	Doritos Late Night	Silver
CKNet Internet Services	Land Rover Heritage Campaign	Silver
Ogilvy	Don't Marry Kate Marry Me	Bronze
TBWA Hunt Lascaris Durban	My SPAR Campaign (facebook)	Bronze
Euro RSCG South Africa	Volvo S60 Naughty Convoy	Leader
Ogilvy	Dis Hoe Ons Rol	Leader
Retroviral Digital Communications	Nando's CEO	Leader
Ogilvy	MGD Dark Horse	Leader
Trigger Communication Consulting	Woolworths Advent Calendar	Leader
NATIVE Digital Agency	You need the Hippo	Leader
<b>Website</b>		
Gloo Digital Design	Samsung Smart TV	Gold
NATIVE Digital Agency	MSI	Silver
HomeChoice	August eCommerce Site	Bronze
Action Ambro's	Worst Job in the World	Leader
HomeChoice	Autumn's Falling Prices	Leader
Lesoba Difference	Nedbank More Freedom Website	Leader
Action Ambro's	Big Voice in the Sky	Leader
<b>Email Marketing sponsored by Demographica</b>		
Ogilvy	SAA - Serving you the world	Gold
Prima Integrated Marketing	The Careometer Campaign	Gold
Action Ambro's	Escape the Office	Silver
HomeChoice	Two Day Discount Voucher	Silver
HomeChoice	Catalogue Teaser Series	Bronze
HomeChoice	Countdown Sale	Bronze
HomeChoice	48 Hour Sale	Leader
Action Ambro's	Worst Job in the World	Leader
Ogilvy	DStv's got your January sorted	Leader
Jinja Interactive	Montblanc Fathers Day Mailer	Leader
<b>Mobile sponsored by MTN</b>		
Action Ambro's	My Resignation	Gold
The Foschini Retail Group	Xmas	Silver

MEC Carat	Cell C Photocode	Bronze
TBWA Tequila	IEC 2011 municipal elections	Leader
Mortimer Harvey	Colgate Smile	Leader
NATIVE Digital Agency	MSI	Leader
<b>Multiple Channel</b>		
Ogilvy	Tell Trevor	Gold
Trigger Communication Consulting	Nike More than Air	Gold
Draftfcb South Africa	Hilux "Man Up"	Silver
Mortimer Harvey	Absa Kweeka campaign	Silver
Ogilvy	Dis Hoe Ons Rol	Bronze
Action Ambro's	Big Voice in the Sky	Bronze
NATIVE Digital Agency	Standard Bank	Leader
Trigger Communication Consulting	Disney XD Launch	Leader
Euro RSCG South Africa	Volvo S60 Naughty Convoy	Leader
TBWA Hunt Lascaris Durban	TOPS SA FAVOURITES	Leader
human.kind advertsing	You Need The Hippo	Leader
HomeChoice	Autumn's Falling Prices	Leader
Aon South Africa	One size doesn't fit all	Leader
<b>CRM &amp; Loyalty Sponsored by MTN</b>		
Demographica	SA Consumer Initiative	Silver
<b>ERM</b>		
Ogilvy	Imperial iPledge	Gold
Action Ambro's	You are called to bear witness	Silver
Lesoba Difference	x2 ERMP programme	Silver
Dashboard Integrated Marketing	Shell Internal CSI Campaign	Bronze
<b>Database &amp; Analytics sponsored by SAS</b>		
Gloo Digital Design	South African Tourism Touch Table	Gold
Liquorice Africa	Sweetspot and smart-e	Silver
<b>Copy</b>		
M&C Saatchi Abel	Mr. Delivery Blogger Drop	Gold
iKineo	Oh, Dam	Silver
Lesoba Difference	Youth Campaign - utum	Silver
Prima Integrated Marketing	MSF Somalia Appeal	Bronze
Action Ambro's	Worst Job in the World	Leader
<b>Art Direction</b>		
M&C Saatchi Abel	Mr. Delivery Blogger Drop	Silver
Lesoba Difference	Peugeot Motors SA Loyalty Club Magazine	Silver
Prima Integrated Marketing	A Platinum Experience	Bronze
<b>Creative Solutions</b>		
Boomtown Strategic Brand Agency	Always On	Gold
Gloo Digital Design	BMW digital billboards	Gold
Gloo Digital Design	Brandhouse Drive Dry	Silver
M&C Saatchi Abel	Mr. Delivery Blogger Drop	Silver
Action Ambro's	Nice to meet you	Bronze
Gloo Digital Design	South African Tourism Touch Table	Bronze
NATIVE Digital Agency	Vodacom Thumbs Up	Leader
human.kind advertsing	You Need The Hippo	Leader
Lesoba Difference	Sapo Fat Free Campaign	Leader
Gloo Digital Design	Samsung Smart TV	Leader
<b>Public Benefit Awards</b>		
<b>3D</b>		
5th Dimension	Doctors Without Borders	Silver
<b>Direct Mail</b>		
WinDirect	Magic Bean	Silver
Lesoba Difference	EWT Santa Wish List	Silver
5th Dimension	Coltands - Heads & Hearts	Silver
<b>Multiple Channel</b>		
Lesoba Difference	CSI Adoption Initiative	Gold
<b>Copy</b>		
Lesoba Difference	CSI Adoption Initiative	Gold
<b>New Comer Awards</b>		
Dashboard Integrated Marketing	Shell Internal CSI Campaign	Gold

<b>Student Marketing Awards sponsored by Standard Bank</b>		
University of Johannesburg - ASAI	S.C.R.U.M	Gold
University of Pretoria	Hand-Held Health: Mission Triple-H	Gold
University of Johannesburg - Think Tank	Rugga Mondays	Silver
University of Johannesburg - The Urban Marketers	Come Scrum with the boys, it's worth a try	Bronze
<b>Young Direct Marketer of the Year sponsored by Computer Facilities</b>		
Dani Thurgood - Lesoba Difference		Gold
<b>Company &amp; Individual Awards</b>		
Supplier of the Year sponsored by African Bank	SAS	Gold
Organisation of the Year	Computer Facilities	Gold
DM Education & Investment	ABSA	Gold
DM Education & Investment	Pollen Interactions	Gold
Public Sector Services	SA Post Office	Gold
DM Marketer of the Year sponsored by Absa	Khardine Craven	Gold
DMA Hall of Fame sponsored by Nedbank	Andrew Ambrogioni	Gold
<b>Inkosi Winner</b>		
Boomtown Strategic Brand Agency	Always On	Inkosi

According to Mdluli, the industry response has been phenomenal and rewarding, despite an incredibly challenging year on both the business and legislative fronts. "This year saw 265 campaigns registered and worked on for submission. These were whittled down by our panel of filter judges to 189 campaigns, which made it through to the final round of judging.

"Each year, the Assegai Awards has grown in terms of entry numbers. The 2010 Assegai Awards increased entry numbers by 17% on 2009, a year which also saw a massive increase of 42% up on entry numbers in 2008. And this year's entries close on a significant increase once again."

DMASA attributes this growth to the fact that direct marketing uptake is increasing rapidly as businesses come under increasing pressure to measure the ROI on campaigns and also seek closer relationships with and insights into their customer base.

"Assegai entry numbers are growing, 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," says Mdluli.

### **"Growth in channel integration and use of multiple channels"**

"Based on an analysis of the entries in each category, it is particularly exciting to see the growth in channel integration and use of multiple channels to reach consumers. Traditional direct channels such as mail remain very strong and active, and the growth in the digital categories and social media has been phenomenal. But what is very noteworthy is the number of entries in the multiple channel category - by far our largest entry numbers out of 30 categories," he explains.

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

"It is especially 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," says Mdluli.

It's a view that is echoed by SAPO. Comments Matshepo Majola, senior manager of SAPO's Direct Mail Centre: "Only a few years ago, direct mail appeared headed toward a supporting role within the direct marketing media mix. Digital forms of marketing glittered as the 'new' media.

### **"Direct mail is experiencing a remarkable resurgence"**

"The poor economic conditions and reduced marketing conditions have encouraged marketers to look at the value of mail marketing and its consistent power to drive responses. This in turn has resulted in a dramatic shift in the relevance and power of direct mail. As a result, direct mail is experiencing a remarkable resurgence.

"It's a new world of direct and interactive marketing and many of yesterday's assumptions have changed. Multimedia marketing is more important than ever, but email and phone are no longer the central players that 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," he adds.

Adds Mdluli: "Marketers are starting to break through the silo mentality and integrate all media channels including social across the marketing organisation. Consumers expect brands to have a multifaceted presence."

For more, go to [www.assegaiawards.co.za](http://www.assegaiawards.co.za).

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