

# Boomtown acknowledged with 4 accolades at 2020 Assegai Awards

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Hot on the heels of taking home two awards at the Pendoring advertising competition for its 'Sam Dreams' campaign for Nestlé, Boomtown has been recognised in four different categories at the 2020 Assegai Awards.



Glen Meier, CEO of Boomtown

It received a Bronze Assegai in the Art Direction category for 'The Silent Killer – Hypertension Awareness', created for client Circular Health and three Leader Awards, one each for Sovereign's 'Don't be chicken, check them' in the Direct Response Mass Media: TV, Print, Out-of-Home and Radio category, Circular Health in the Innovative Solutions category for 'The Silent Killer – Hypertension Awareness' and for its own credentials in the Agency Credentials category.

A Direct Marketing Association of South Africa Assegai Award is a mark of victory in integrated marketing excellence. Quoting from the DMASA website, Boomtown CEO, Glen Meier, said an Assegai Award does not give honours for extravagant production values, enormous budgets or big-name companies.

"Rather, it recognises breakthrough strategy, creative brilliance and outstanding results. These are values that we at Boomtown recognise and strive to achieve with each campaign, so we are thrilled with our performance in the 2020 Awards," he said.

"It is worth noting that the one of our Leader Awards was for a campaign raising funds in 2019 for breast cancer NGO, PinkDrive," he added.

"We've just completed this year's campaign on behalf of our generous client, Sovereign, and I'm delighted that we were able to help the raise R155,000 for PinkDrive while reminding women that checking their breasts is a top priority.

"And, making us feel even more confident our creative and strategy is on the right track was that Nestlé and Boomtown were awarded a Silver Pendoring and a Craft Pendoring for Illustration, both in the Print Communication category at the Pendoring Awards held just two weeks ago."

The Pendoring Awards celebrates the creative evolution of indigenous language communication. Therefore, only work created in the following languages is eligible for entry: Afrikaans, isiNdebele, isiXhosa, isiZulu, Setswana, Sepedi, Sesotho, siSwati, Tshivenda, Xitsonga.

The vibrantly illustrated 'Sam Dreams' children's recipe storybook was created by Boomtown in response to Nestlé's brief for a Healthier Kids campaign to support parents and caregivers in raising healthier children and advocating togetherness as the best way to help them develop healthy habits.

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