

# The Hardy Boys bag 7 awards in 1 week

Issued by [The Hardy Boys](#)

13 Nov 2018

The Hardy Boys are elated to have won seven reputable awards in a week. The agency received accolades from the prestigious African Excellence and Assegai Awards respectively for creating thought-provoking work that stood out from the rest.

On Tuesday, 6 November 2018, THB's specialist PR division, THB Verve, received a coveted Gold from the African Excellence Awards for their unique approach to influencer communication demonstrated in the mrp home #KitYourDigs campaign, which helped the brand dominate online conversation around student digs décor leading into the start of the tertiary education calendar.

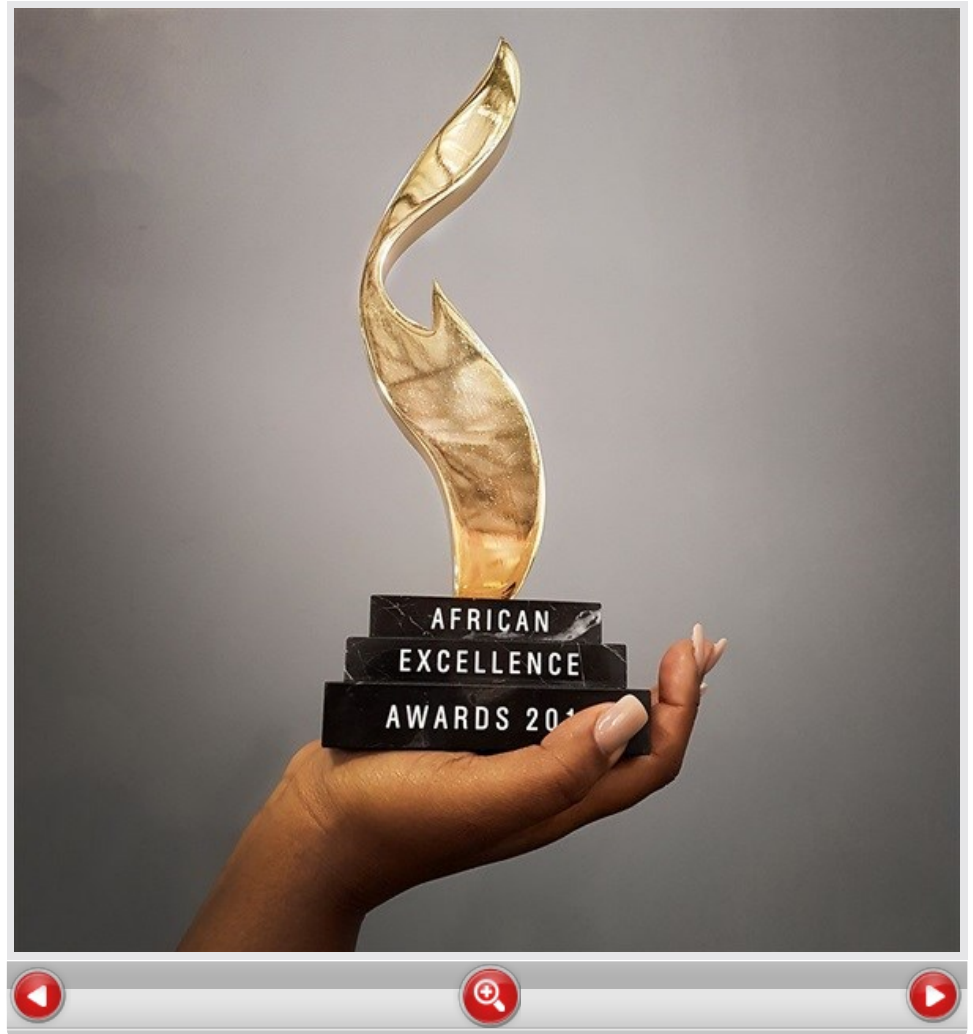
THB Verve also walked away with runner-up awards in the Influencer Communication category for Mentadent P's World Oral Health Day #EverySmileMatters campaign as well as a Corporate Responsibility mention for the great work done on the Selati Grassroots Cup.

THB Verve's PR Account Director, Kirsten Kleyweg expressed, "Winning these awards has been an absolute honour and very rewarding for THB Verve team. In an ever evolving PR world moving from a traditional space to a more modern approach these three campaigns had completely different PR approaches driven by the different objectives. It goes to show one size does not fit all and each campaign needs to be looked at as unique to achieve the objectives and that's what the THB Verve team take pride in most."

The Hardy Boys carried on its winning streak and went on to claim four additional awards for the innovative Roberstons Reinvention Kitchen, at the Assegai Awards ceremony held at the Inanda Club on Thursday, 8 November 2018.

Robertsons, The Spice People, opened the doors of The 'Robertsons Reinvention Kitchen', a once-off pop-up restaurant - restaurant that changed everything, everyday, for five days, in September 2017.

Each day, the pop-up reinvented itself to celebrate spices and the lengths that Robertsons goes to to source them. The pop up celebrated not only a specific spice but also the country, the cuisine and the culture of origin, whilst highlighting the herbs and spices that make Robertsons masterful blends.



THB walked away with the Leader Award in the competitive Integrated Direct Marketing Campaign category, taking a further two Silver awards for Art Direction and Exceptional Branded Content, and a Bronze in the Experiential Media category.

THB's Chief Creative Officer, Geoff Paton commented, "Recognition for this campaign is specially rewarding, because this is a brand and client we love and a project the whole agency rolled up their sleeves on to make happen – and the results showed."

## About The Hardy Boys:

The Hardy Boys is an incurably curious group of idea generators, strategic thinkers and passionate problem solvers who, since 1994, have been helping brands find their voice.

Some fast facts about The Hardy Boys:

- THB Verve, a division of The Hardy Boys (THB), is a leading and award-winning Public Relations Agency with experience and expertise in Stakeholder Management, Influencer Management and Media Relations.
- THB is an award-winning, Full Service, Integrated Agency, comprising of Creative Groups, Account Managers, Strategic Planners & Digital Specialists.
- This agency is a part of the JWT/WPP global group.
- First established in 1994, the agency has been solving complex brand problems for 24 years.

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