

All the DMASA Assegai Awards' finalists

The South African Direct Marketing Industry's (DMASA) Assegai Awards finalists have been announced.



Source: © Assegai Awards [Assegai Awards](#) The Assegai Awards' finalists have been announced

Since their inception, the Assegai Awards have striven to benchmark the South African Direct Marketing industry (DMASA) and an Assegai Award is a mark of victory in Integrated Marketing excellence.

Global stage

This year the Awards are on the global stage. The Awards have been aligned with the Global International Echo Awards, with similar categories, submission format, and more International judges. Gold Assegai Award category winners can have their submissions considered for a Global Echo Award, made possible by the newly forged relationship between the DMASA and the New York-headquartered US Association of National Advertising (ANA), which run the Global Echo Awards.

A new look Assegai Awards trophy for the 2022 season, for all silver, bronze, and leader award winners, will also be revealed at the Assegai Awards Gala Evening on Thursday, 10 November 2022 at The Venue in Melrose Arch.



The Assegai Awards sharpens its spear as direct marketing evolves

Danette Breitenbach 21 Sep 2022



The finalists

Company name	Award category	Entry name
OGILVY	Campaign for CSR / Social Good	PEP – THE LAY-BY BUDDY INITIATIVE
Red September	Social Media	Natura Rescue Day to Day Campaign

Ogilvy	Campaign for CSR / Social Good	Cadbury Bridges the Literacy Gap with SA's First Digitally Crowdsourced Library #nourownwords
Hello Square	Mobile	Find Amandla Wakho
Sauce Advertising	Campaign for CSR / Social Good	Stand Together - Slipper Day (Reach for a Dream)
Woolworths	CRM/ Customer Loyalty Campaign	WRewards Play & Win
Flume Digital Marketing & PR	Customer Acquisition Campaign	Regent
OLIVER MARKETING (PTY) LTD	Mobile	OLA Season 2021/2022
Flow Communications	Campaign for under R500 000	MPADay
Flume Digital Marketing & PR	Campaign for under R500 000	The Capital Hotels SEO
Levergy	Campaign for under R500 000	New Balance x FalkoONE
Levergy	Integrated Campaign	Tasting Notes: A Story of Sound and Wine
Levergy	Branded Content	Tasting Notes: A Story of Sound and Wine
Levergy	CRM/ Customer Loyalty Campaign	Tasting Notes: A Story of Sound and Wine
OLIVER MARKETING (PTY) LTD	CRM/ Customer Loyalty Campaign	Wuhu Rewards
Levergy	Integrated Campaign	Nedbank YouthX
Levergy	Shared Value	Tasting Notes: A Story of Sound and Wine
Levergy	Customer Acquisition Campaign	Nedbank YouthX
Havas	Data-Inspired Insight	Die-aai-whaai
OGILVY	Data-Inspired Insight	ENTRY TITLE: VOLKSWAGEN POLO – GAME ON
OLIVER MARKETING (PTY) LTD	Data-Inspired Insight	Wuhu X Shield
Kintaro	Social Media	You Click, We Car - motus.cars
Kintaro	Automotive	You Click, We Car - motus.cars
MediaCom	Shared Value	Cell C Extensions
Sauce Advertising	Data-Inspired Insight	Debonairs Pizza - The Chicken Trial
The Hardy Boys, a Wunderman Thompson Company	Technology & Communication	Donate your voice
MediaCom	Experiential	Cell C Extensions
The Hardy Boys, a Wunderman Thompson Company	Campaign for CSR / Social Good	Donate your voice
Network BBDO	Business Products & Services	Meltdown

The Hardy Boys, a Wunderman Thompson Company	Video Content	Donate your voice
OGILVY	Integrated Campaign	CARLING BLACK LABEL– CARLING CUP
BabyYumYum.co.za	Publishing, Entertainment, Media & Sports	The BabyYumYum Virtual Parenting Experience 2022 powered by Momentum Medical Scheme
ICONAF	Customer Acquisition Campaign	STANDARD BANK
Flume Digital Marketing & PR	Mobile	Woolworths Valentines Day 2022
Clockwork	Social Media	Meta - #Changemakers
Flume Digital Marketing & PR	Video Content	Canon Festive Campaign 2021
Clockwork	Campaign for CSR / Social Good	Green Door - #RewriteOurProverbs
Flume Digital Marketing & PR	Branded Content	Canon Festive Campaign 2021
Flume Digital Marketing & PR	Retail & E-Tail	Woolworths Valentines Day 2022
Flume Digital Marketing & PR	Data-Driven Technology	Woolworths Christmas 2021 Campaign
Flume Digital Marketing & PR	Shared Value	Nedbank MoneyEDGE
Network BBDO	Customer Acquisition Campaign	Meltdown
Flume Digital Marketing & PR	Travel, Hospitality & Transportation	The Capital Hotels SEO
Network BBDO	Campaign for under R500 000	Meltdown
OGILVY	Integrated Campaign	ENTRY TITLE: VOLKSWAGEN POLO – GAME ON
Penquin and Spitfire Inbound	Integrated Campaign	Suzuki Auto South Africa - Strategic Growth
Hellosquare	Branded Content	28 Days till 28 May
Gorilla	Experiential	The Huletts Sweet List
Mobiclicks	Mobile	Make It A Day, The Quarter Pounder Way
Wunderman Thompson	Video Content	It can be only in SA
Gorilla	Video Content	Huletts Grown With Kindness
Gorilla	Video Content	THIRSTI Waterboks
MediaCom	Branded Content	Cell C Extensions
Machine_	Financial Services	The Reality Of Engagement
Machine_	CRM/ Customer Loyalty Campaign	The Reality of Engagement
Ogilvy South Africa	Branded Content	ENTRY TITLE: VOLKSWAGEN POLO – GAME ON
Machine_	Food & Beverage	Flamin' Hot Duets
Machine_	Email	The Reality of Engagement
The Hardy Boys, a Wunderman Thompson Company	Branded Content	Donate your voice

Machine_	Campaign for under R500 000	Xhosa-fying Halloween
Machine_	Direct Mail	Xhosa'fying Halloween
Machine_	Experiential	All-Invitational Event
Levergy	Data-Driven Technology	Tasting Notes: A Story of Sound and Wine
Machine_	Data-Inspired Insight	UCL Live Experience
OLIVER MARKETING (PTY) LTD	Data-Driven Technology	Wuhu X Shield
Machine_	Social Media	UCL Live Experience
Machine_	Multi-Language	Xhosa'fying Halloween
Grey Africa	Integrated Campaign	The People vs Savanna Cider
Grey Africa	Experiential	SAVANNA#TWIRASHADE
Grey	Branded Content	Viceroy - Vul'Umlomo.
Hoorah Digital SA (PTY) LTD	Shared Value	Hi-Tec FreedomShared
Forge Advertising	Customer Acquisition Campaign	Renault Mirrors
Promise	Emerging Technologies	Castle Lite Lulu
Promise	Food & Beverage	Castle Lite Lulu
Suzuki SA	Brand of the year	Suzuki SA - South Africa's Best Selling Car Brand
Promise	Consumer Products & Services	Castle Lite Lulu
Lunar Trading (Pty) Ltd trading as Eclipse Communications	Food & Beverage	The Bright Side
Wunderman Thompson	Travel, Hospitality & Transportation	A year of Calabash
Wunderman Thompson	Branded Content	Uzbheke - Check Yourself Campaign
Wunderman Thompson	Social Media	#FinanceFitSA
Wunderman Thompson	Video Content	Uzbheke - Check Yourself Campaign
Wunderman Thompson	Shared Value	#FinanceFitSA
Wunderman Thompson	Branded Content	It can be only in SA
Matriarch Marketing	Food & Beverage	Miss Soweto
Wunderman Thompson	Food & Beverage	Uzbheke - Check Yourself Campaign
Wunderman Thompson	Social Media	It can be only in SA
Wunderman Thompson	Social Media	Uzbheke - Check Yourself Campaign
Matriarch Marketing	Food & Beverage	SA's Biggest Breakfast
Sauce Advertising	Campaign for under R500 000	Stand Together - Slipper Day (Reach for a Dream)
Sauce Advertising	Not For Profit	Do it for more - Mugg & Bean
Ogilvy	Campaign for CSR / Social Good	HOW DSTV USED HALLOWEEN SCARIES TO SHOW REALITY OF WOMEN IN SA

National Sea Rescue Institute	Not For Profit	NSRI Website
Ogilvy	Display / Search	KFC Where there's a bucket, there's a family
Ogilvy	Integrated Campaign	KFC Where there's a bucket, there's a family
Ogilvy South Africa	IAS Agency Credentials	Ogilvy
Ogilvy	Multi-Language	Cadbury Bridges the Literacy Gap with SA's First Digitally Crowdsourced Library#inourownwords
Ogilvy	Food & Beverage	KFC Box Meals - Making Fast Food Slow
Ogilvy	Branded Content	Cadbury Bridges the Literacy Gap with SA's First digitally Crowdsourced Library#inourownwords
Ogilvy	Experiential	Anglo American Metavention Mining Indaba
Ogilvy	Branded Content	Kotex - Turn up the volume on period stigmas
Ogilvy	Publishing, Entertainment, Media & Sports	Cadbury Bridges the Literacy Gap with SA's First digitally Crowdsourced Library#inourownwords
Ogilvy South Africa	Integrated Campaign	HOW ANGLO AMERICAN LEVERAGED THEIR ESTABLISHED AND INTEGRATED CONTENT UNIVERSE TO REACH OVER 30 MILLION PEOPLE AND CONTINUE DELIVERING AGAINST OBJECTIVES THROUGH THE ADDED COMPLEXITY OF NARRATING COVID-19 AND THE CALL TO VACCINATION
Ogilvy	Consumer Products & Services	Kotex - Turn up the volume on period stigmas
Ogilvy	CRM/ Customer Loyalty Campaign	Colgate CRMLite
Ogilvy South Africa	CRM/ Customer Loyalty Campaign	DStv Rewards - "How The DStv Rewards loyalty program gave a new meaning to loyalty"
Ogilvy	Branded Content	KFC Where there's a bucket, there's a family
Ogilvy South Africa	Email	DStv Rewards - Restoring the joy that was stripped away
Ogilvy South Africa	CRM/ Customer Loyalty Campaign	DStv Rewards, The Gift That Keeps On Giving...
Ogilvy South Africa	Data-Inspired Insight	How DStv Rewards Turned Birthday Woes Into Birthday Wows
OGILVY	Integrated Campaign	CASTLE LITE – SWITCH TO RENEWABLE
Ogilvy South Africa	Display / Search	VOLKSWAGEN POLO VIVO #MswenkoChallenge
Ogilvy South Africa	Social Media	VOLKSWAGEN POLO VIVO #MswenkoChallenge
Ogilvy South Africa	Campaign for under R500 000	VOLKSWAGEN POLO VIVO #MswenkoChallenge
OGILVY	Food & Beverage	CARLING BLACK LABEL – BRIDE ARMOUR
OGILVY	Publishing, Entertainment, Media & Sports	CARLING BLACK LABEL – CARLING CUP
Ogilvy South Africa	Food & Beverage	ENTRY TITLE: CARLING BLACK LABEL – CARLING CUP
OGILVY	Experiential	CARLING BLACK LABEL – CARLING CUP
OGILVY	Video Content	VOLKSWAGEN T-ROC – THE DRIVE TO DEFY
OGILVY	Data-Inspired Insight	CARLING BLACK LABEL – CARLING CUP
OGILVY	Emerging Technologies	ENTRY TITLE: VOLKSWAGEN POLO – GAME ON

OGILVY	Integrated Campaign	VOLKSWAGEN T-ROC – THE DRIVE TO DEFY
OGILVY	Integrated Campaign	CARLING BLACK LABEL – CLASS OF IT OWN
OGILVY	Data-Driven Technology	CARLING BLACK LABEL – CARLING CUP
OGILVY	Campaign for CSR / Social Good	CARLING BLACK LABEL – BRIDE ARMOUR
OGILVY	Data-Inspired Insight	CARLING BLACK LABEL – BRIDE ARMOUR
OGILVY	Integrated Campaign	CARLING BLACK LABEL – BRIDE ARMOUR
OGILVY	Data-Driven Technology	CARLING BLACK LABEL – BRIDE ARMOUR
OGILVY	Shared Value	CARLING BLACK LABEL – BRIDE ARMOUR
OGILVY	Campaign for CSR / Social Good	CASTLE LITE – SWITCH TO RENEWABLE
OGILVY	Food & Beverage	CASTLE LITE – SWITCH TO RENEWABLE
OGILVY	Experiential	CARLING BLACK LABEL – BRIDE ARMOUR
Penquin	Social Media	Suzuki Auto South Africa - #MoveSmart
Penquin	Video Content	Suzuki Auto South Africa - #MoveSmart
Penquin and Spitfire Inbound	Data-Inspired Insight	Suzuki Auto SA - Auto-mation Drives Success
Penquin	Young Direct Marketer of the Year	Nicole Glover
Hoorah Digital SA (PTY) LTD	Consumer Products & Services	Nestlé Belly Bestie
Flow Communications	Campaign for under R500 000	Sci-Bono Discovery Centre's 4IR campaign
Rookdigital	Food & Beverage	Sasko Engagement Building campaigns
Flow Communications	Travel, Hospitality & Transportation	Sci-Bono Discovery Centre's 4IR campaign
Absa	Emerging Technologies	Absa intARview
Hoorah Digital SA (PTY) LTD	Mobile	Nestlé Belly Bestie
Hoorah Digital SA (PTY) LTD	Integrated Campaign	Bain's Sonic Symphony
Absa	Branded Content	Absa Role in Society
Hoorah Digital SA (PTY) LTD	Integrated Campaign	Hi-Tec FreedomShared
Hoorah Digital SA (PTY) LTD	Campaign for CSR / Social Good	Hi-Tec FreedomShared
Octagon	Publishing, Entertainment, Media & Sports	Sunshine Tour #GreatnessBeginsHere
Game Massmart	Retail & E-Tail	Game Black November
Hoorah Digital SA (PTY) LTD	Technology & Communication	Nestlé Belly Bestie
Forge Advertising	Campaign for under R500 000	Renault Mirrors

Arc	CRM/ Customer Loyalty Campaign	Burger King App CRM
OGILVY	Automotive	VOLKSWAGEN T-ROC – THE DRIVE TO DEFY
Ogilvy South Africa	Automotive	VOLKSWAGEN POLO VIVO #MswenkoChallenge
OGILVY	Automotive	VOLKSWAGEN POLO – GAME ON
Penquin and Spitfire Inbound	Automotive	Suzuki SA- South Africa's Best Selling Car Brand
Ogilvy	Business Products & Services	Anglo American Metavention Mining Indaba
Machine_	Consumer Products & Services	UCL Live Experience
Hoorah Digital SA (PTY) LTD	Food & Beverage	Bain's Sonic Symphony
Ogilvy	Consumer Products & Services	Cadbury grows share by inspiring SA's generosity to co-create contemporary African literature #inourownwords
Ogilvy	Consumer Products & Services	KFC Box Meals - Making Fast Food Slow
Publicus	Consumer Products & Services	NIVEA Luminous 630 Anti dark mark - Precision marketing
The Hardy Boys, a Wunderman Thompson Company	Consumer Products & Services	Donate your voice
Flow Communications	Financial Services	Hollard Do It On Purpose
Levergy	Financial Services	Nedbank YouthX
Machine_	Financial Services	Ngage
RCS BNP Paribas	Financial Services	RCS Loans Cross-sell Direct Mail
Wunderman Thompson	Financial Services	It can be only in SA
Machine_	Food & Beverage	All-Invitational Event
Machine_	Food & Beverage	Xhosa-fying Halloween
OGILVY	Food & Beverage	CARLING BLACK LABEL– CLASS OF IT OWN
Hellosquare	Health, Wellness & Pharmaceutical	28 Days till 28 May
Ogilvy	Health, Wellness & Pharmaceutical	Bestmed made better
Clockwork	Not For Profit	Green Door - #RewriteOurProverbs
Levergy	Publishing, Entertainment, Media & Sports	Nedbank Breaking Barriers
Sunshine Tour	Publishing, Entertainment, Media & Sports	Sunshine Tour #GreatnessBeginsHere
Flume Digital Marketing & PR	Retail & E-Tail	Woolworths Easter Campaign 2022
Hoorah Digital SA (PTY) LTD	Retail & E-Tail	Hi-Tec FreedomShared
Arc	Email	Burger King CRM Emails that Reward YOU
Ogilvy	Email	Colgate CRMLite
OLIVER MARKETING (PTY) LTD	Email	Wuhu XShield

OGILVY	Experiential	ENTRY TITLE: VOLKSWAGEN POLO – GAME ON
Flume Digital Marketing & PR	Mobile	Woolworths Easter Campaign 2022
Ogilvy South Africa	Mobile	HOW SEASON 7 OF ANGLO AMERICAN'S MAKARAPA CITY LEVERAGED THE UNIQUE ATTRIBUTES OF MOBILE PLATFORMS TO INCREASE ENGAGEMENT AND REACH, BUILD TRUST AND POSITION ITSELF AS A RELATABLE, COMMITTED AND TRUSTED MEMBER OF MINING HOST COMMUNITIES
OGILVY	Mobile	CARLING BLACK LABEL – CARLING CUP
Promise	Mobile	Castle Lite Lulu
Gorilla	Social Media	The Huletts Sweet List
Machine_	Social Media	All-Invitational Event
Machine_	Social Media	Flamin' Hot Duets
OGILVY	Social Media	ENTRY TITLE: VOLKSWAGEN POLO – GAME ON
Promise	Social Media	Castle Lite Lulu
The Hardy Boys, a Wunderman Thompson Company	Social Media	Donate your voice
Wunderman Thompson	Social Media	A year of Calabash
OGILVY	Video Content	CARLING BLACK LABEL – BRIDE ARMOUR
OGILVY	Video Content	ENTRY TITLE: VOLKSWAGEN POLO – GAME ON
Avatar Agency	Campaign for CSR / Social Good	Hope Shapes Your World
Flow Communications	Campaign for CSR / Social Good	MPADay

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