

# Boomtown scoops top award at Assegais

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Boomtown Strategic Brand Agency walked away with three gold awards and the overall Inkosi award, the most prestigious award, at the Assegai Integrated Marketing Awards held last year November. Boomtown entered two ground breaking campaigns; the Nelson Mandela Metropolitan University flash mob, used as part of the undergraduate campaign for the university, and the Always On direct marketing campaign by, international leader in power rental solutions generation, Aggreko, which won the Inkosi award for the best entry overall.



"The four awards that we won are a testament to our new brand philosophy, Strategy + Creativity = Boom. Both these campaigns combined these two very important aspects of our business to create the Boom!" said Neil Hart, Chairman of the Boomtown Board of Directors.

The Assegai Integrated Marketing Awards celebrate the best creative and most effective integrated marketing campaigns in South Africa. Since its re-inception in 2007, the Assegai awards focus on direct marketing and have integrated more diverse channels and mediums that involve some form of direct or response mechanism. This has broadened the awards categories to include social media, public relations and customer retention awards.

The NMMU Flash Mob that won a gold award in the media category for social media, was staged at Greenacres Shopping Centre in June 2011, has seen much success with over 134 00 views on YouTube to date, receiving over R1.3 million worth of media return on investment and was even used by Google as a case study at their national conference.

The Aggreko Always On campaign also won two gold awards in the Craft category for creative solutions and the Media category for 3D. Aggreko recently entered the South African market and needed a campaign to introduce them to the manufacturing sector. The Always On campaign was sent to the decision-makers throughout the manufacturing sector. A mechanism, that turns itself on when switched off, formed an integral part of this campaign bringing to life the notion of Always On.

"We are extremely proud of the team for their hard work and dedication and we feel honoured by the recognition of our work by the industry. We look forward to continue growing bigger ideas for our clients," added Hart.

**END**

## Background:

Boomtown Strategic Brand Agency was founded in 1994 now with offices in Port Elizabeth and Johannesburg. With a staff compliment of 57, Boomtown offers a 100% integrated marketing solution. The agency works with clients such as AVIS, Castle Milk Stout, Nelson Mandela Metropolitan University, First Choice and Eveready South Africa.

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