

All the winners: Assegai Awards sharpens its spear



13 Nov 2015

This year the South African Direct Marketing Association (DMASA) Assegai Awards were in top form. Not only were there more entries then last year, but the entries were all top notch according to the judges. If you thought direct marketing was a leaflet dropped into your mail box, think again.



The big winners were Liquorice / Publicis Africa, Gloo@Ogilvy, Demographica, Gorilla, King James and TBWA/Hunt Lascaris Durban.

Liquorice / Publicis Africa not only took home seven awards, but also the award for the campaign that received the highest overall rating, the prestigious Nkosi Award. "We are surprised, but delighted at being awarded this honour. However if it were not for brave clients we would not be in this position," says Emily Shaw, Digital Strategist, Liquorice. She points out that Awards such as these make clients even braver. "It is a positive cycle - with each award you win, clients get braver. It's a wonderful place to be."

Gloo@Ogilvy won Agency of the Year as well as nine gold, six silver, four bronze and three leader awards. Receiving the Award the team says it had been through the throes of a merger. "It's been a terrific ride."

Demographica took five gold, one silver and three bronze awards. It was also one of only four agencies that received the newly launched Black Spear award. This Award recognised campaigns that were awarded 94% and up from the judges. The other recipients are Liquorice / Publicis Africa, King James and TBWA/Hunt Lascaris Durban.

Warren Moss, CEO and founder of Demographic was suitably proud. "It's the brilliance of the team and the willingness of clients who allow us to do the work that have allowed us to achieve this success."

It was also a good night for TBWA Hunt Lascaris Durban and King James with six awards each as well as Gorilla with 10.

Standard Bank Business Banking was awarded Brand of the Year. Elizabeth Lee Ming winning Direct Marketer of the Year and Darryl Joubert, Intimate Data, was recognised for his lifetime achievement.

Direct marketing is a vibrant and innovative industry says David Dickens, head of DMASA. "Direct marketing stretches far beyond coupons and mail shots. In fact the challenges with the post office has pushed the creativity of the industry out of the box."

The result is campaigns we have seen tonight he says. Testimony to this is the 260 plus entries we received this year - a record number!"

This year there were also more judges than previous years. Dickens puts the number of judges at just over 60. "We wanted more eyes on the work and more depth in the review and checking of entries. Apart from local judges we also had some international judges," he adds.

One of the judges, Winnifred Knight says the work was outstanding. "For a small market such as the South African one, the results were phenomenal. I would say that if we get our timing right and enter into the equivalent of the Assegai Awards in the United States, the Echo Awards, we would walk away with many awards." Knight is an Advisory Board Members of the Direct Marketing Association India (DMAi) and in 2013, she was inducted into the DMAi Hall of Fame. She also judges the Echo Awards in the US.

Johanna McDowell, Founder and Chief Executive of IAS, also judged the Awards and agrees with Knight. "Not only was I impressed by the judging process that was very sound and comprehensive, but the work was of a very high standard. There were only good entries with lots of innovation coming through."

The Awards event took place at Room Five in Rivonia in Gauteng.

All the winners

Section A: Media	3D	Zurich BnB Sure - Stolen	Demographica in collaboration with Halo	Silver
Section A: Media	3D	Telkom Business's Unified Communications service	Ikineo (Pty) Ltd	Bronze
Section A: Media	Direct Mail: Addressed Campaigns	SOS Children's Villages "2014 Christmas Mailer"	5th Dimension Marketing	Leader
Section A: Media	Direct Response Mass Media: TV, Print, Out- of-home and Radio	Family comes first. Always.	BRAND et al	Silver
Section A: Media	Direct Response Mass Media: TV, Print, Out- of-home and Radio	Personal Loans - Say Yes	Mortimer Harvey	Silver
Section A: Media	E-commerce	MyVodacomApp - Smartphone	Gloo@Ogilvy	Bronze
Section A: Media	E-commerce	Explore Sideways	Ikineo (Pty) Ltd	Bronze
Section A: Media	Email Marketing	Shoppingonlineaphobia	Action Ambro's	Silver
Section A: Media	Email Marketing	Momentum "Retirement Booster Campaign"	Momentum	Bronze
Section A: Media	Experiential Media	The Uber Test Ride	Gloo@Ogilvy	Gold
Section A: Media	Experiential Media	MWEB WiFi Chameleon Dress	Ambrosia Brand Experience Agency	Bronze
Section A: Media	Face to Face Activations / Field Marketing	Pick n Pay School Club	HDI Youth Marketeers	Gold

Section A: Media	Face to Face Activations / Field Marketing	Nedbank O-WEEK Activation	M&C Saatchi Abel	Gold
Section A: Media	Face to Face Activations / Field Marketing	KFC Flash and Win	Gloo@Ogilvy	Silver
Section A: Media	Face to Face Activations / Field Marketing	MWEB WiFi Chameleon Dress	Ambrosia Brand Experience Agency	Bronze
Section A: Media	Face to Face Activations / Field Marketing	Danone NutriDay Schools programme	HDI Youth Marketeers	Bronze
Section A: Media	Face to Face Activations / Field Marketing	MIo Sampling Campaign	HDI Youth Marketeers	Leade
Section A: Media	Face to Face Activations / Field Marketing	Webber Wentzel Graduate Programme	Lesoba Difference	Leade
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Red Bull Kas'Lami Tembisa	Mobitainment	Gold
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	OMO Fast Kids	LIQUORICE / PUBLICIS AFRICA GROUP	Gold
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Col'Cacchio Instagram Spin	TWO.AM Agency	Silver
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	The Uber Test Ride	Gloo@Ogilvy	Bronze
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Smirnoff Custom Chart	Opera Mediaworks	Leade
Section A: Media	Mobile Marketing: Interactive (Display, Games, (pull) Banner ad, Mobi Sites)	Hungry Lion Lucky Bucket Campaign	Yonder Media	Leade
Section A: Media	Mobile SMS, MMS	Shield "Connect with Shield"	Gorilla	Gold
Section A: Media	Mobile SMS, MMS	whatsfordinner Chef Wendy	LIQUORICE / PUBLICIS AFRICA GROUP	Bronze
Section A: Media	Mobile SMS, MMS	POND'S loc The Demo	Gorilla	Bronze
Section A: Media	Mobile SMS, MMS	AXE Axecess Mxit	Gorilla	Leade
Section A: Media	Mobile SMS, MMS	Momentum "Mums"	Inter-Net & Momentum	Leade
Section A: Media	Mobile SMS, MMS	Absa eConsent	Mortimer Harvey	Leade
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Sonic Highway	Gloo@Ogilvy	Gold
Section A: Media	Online: Banners / Micro sites / Websites, and Other	whatsfordinner Instant Inspiration	LIQUORICE / PUBLICIS AFRICA GROUP	Gold
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Anything is possible	Gloo@Ogilvy	Gold
Section A: Media	Online: Banners / Mcro sites / Websites, and Other	BMWi Born Electric	Vizeum South Africa	Silver
Section A: Media	Online: Banners / Micro sites / Websites, and Other	Santam app entry	Vizeum	Silver
Section A: Media	Online: Banners / Micro sites / Websites, and Other	BMW Connected Drive	Vizeum SA	Bronze
Section A: Media	Online: Banners / Mcro sites / Websites, and Other	Lucozade 'Give Me Strength'	Gloo@Ogilvy	Leade
Section A: Media	Online: Banners / Mcro sites / Websites, and Other	Shield "First in Africa"	Gorilla	Leade
Section A: Media	Search Marketing: SEO and PPC	McDonald's SASEO Campaign	Quirk Johannesburg (Pty) Ltd	Silver
Section A: Media	Search Marketing: SEO and PPC	Rewing up WesBank's Lead Generation	Rogerwilco	Silver
Section A: Media	Search Marketing: SEO and PPC	Dealfinder SEO Campaign	IncuBeta Holdings PtyLimited Trading as Clicks2Customers	Bronze
Section A: Media	Search Marketing: SEO and PPC	Makro SEO	Quirk Johannesburg (Pty) Ltd	Bronze
Section A: Media	Search Marketing: SEO and PPC	ALesson in SEO	Rogerwilco	Bronze
Section A: Media	Search Marketing: SEO and PPC	Sexing Up Cosmo's Search Appeal	Rogerwilco	Leade
Section A: Media	Social Media (Social Media Platforms)	Battle of the Spreads	LIQUORICE / PUBLICIS AFRICA GROUP	Black Spear
Section A: Media	Social Media (Social Media Platforms)	Opening of Barliament	TBWA Hunt Lascaris Durban	Gold
Section A: Media	Social Media (Social Media Platforms)	#TweetDreams	LIQUORICE / PUBLICIS AFRICA GROUP	Silver
Section A: Media	Social Media (Social Media Platforms)	Gill #StopTheNonsense, Man.	TBWA's Digital Arts Network in Africa	Silver
Section A: Media	Social Media (Social Media Platforms)	AXE Axecess Mxit	Gorilla	Bronze
Section A: Media	Social Media (Social Media Platforms)	Eduloan Bring The Buck	Action Ambro's	Leade
Section A: Media	Telemarketing: Inbound	Shield "Connect with Shield"	Gorilla	Bronze
Section A: Media	Telemarketing: Inbound	POND'S loc The Demo	Gorilla	Leade
Secilon A Media		1. 5.10 5.00 110 50110		

Section B. Mult Channel Country Campaigns Integrated Direct marketing Campaigns MREB Business - Multi-Tool Demographica Cold Country Campaigns Section B. Mult Channel Country Campaigns Section B. Relationship Multiple Channel Section B. Coult Awared Section D. Coult Awared Section D. Coult Awared Section D. Cou					
Country Campagns Section Et Mill Channel Country Campagns Section Et Mill Chan	Section A: Media	Telemarketing: Outbound	Cell C Getmore Sales Campaign	NEXT	Silver
Science R-Maris Chammal Country Campaigns Endors R-Maris Chammal Country Campaigns Integrated Direct marketing Campaigns MeEB Business - Multi-Tool Demographica Codd Activity Campaigns Endors R-Maris Chammal Country Campaigns Integrated Direct marketing Campaigns Integrated Direct marketing Campaigns All R-Business - Multi-Tool Demographica Codd Demographica Codd Demographica Incidence Demogr	Section B: Multi Channel/	Integrated Direct marketing Campaigns	Nedbank Business Banking - Pizza	Demographica	Black
Country Company (Payl Lid) Cold Section B Malif Channel Country Company (Payl Lid) Cold Control Country Company (Payl Lid) Cold Communications service Control Communications service Control Communications with National Control Communications with National Country Communications with National Country Communications with National Country Communications with National Country Communications with National National Country Communications of National Na	Country Campaigns	integrated Direct marketing Campaigns	Box	Demographica	Spear
Scotion P. Mali Chammol Country Compagins Scotion P. Mali Chammol Country Compagins Integrated Direct marketing Campaigns MMEB Business & Multi-Tool Communications services MMEB Business & Multi-Tool Communications services MMEB Business & Multi-Tool Country Compagins Minegrated Direct marketing Campaigns The UberTest Ride Country Compagins Minegrated Direct marketing Campaigns Zurich Brieß Sure - Stolen Demographica in collaboration with Patie Country Campaigns Minegrated Direct marketing Campaigns Suddon B Multi Chammol Country Campaigns Minegrated Direct marketing Campaigns Minegrated Direct marketing Campaigns Suddon B Multi Chammol Country Campaigns Minegrated Direct marketing Campaigns Minitegrated Direct Market		Integrated Direct marketing Campaigns	Explore Sideways	Ikineo (Ptv) Ltd	Gold
Country Campagnes Section B. Multi Chammel Country Ceremony Section B. Multi Chammel Country Campagnes Section B. Multi Chammel Country Compagnes Section		magrated 2oct.mameurig campaigne			00.0
Scidion S. Multi Channel/ Country Campaigns Integrated Direct marketing Campaigns Action S. Multi Channel/ Country Campaigns Integrated Direct marketing Campaigns Integra		Integrated Direct marketing Campaigns		Ikineo (Ptv) Ltd	Gold
Country Cempagnism Section B. Multi Channel Country Country Cempagnism Integrated Direct marketing Campaigns Integrated Direct marketing C			Communications service	37 4	
Scidon B. Multi Channel/ Country Campagns Scidon R. Multi Channel/ Country Campagns Scidon B. Multi Channel/ Country Campagns Scidon C. Relationship Marketing Awards Scidon C. Relationship Marketing Awards Scidon C. Relationship Marketing Awards Scidon D. Craft Award		Integrated Direct marketing Campaigns	MWEB Business - Multi-Tool	Demographica	Gold
Country Campaigns Section B: Multi Channel/ Country Campaigns Integrated Direct marketing Campaigns Section B: Multi Channel/ Country Campaigns Section B: Multi Channel/ Country Campaigns Integrated Direct marketing Campaigns Edulation Bring The Buck Action Ambro's Codd Section B: Multi Channel/ Country Campaigns Integrated Direct marketing Campa					
Section B. Multi Channel Country Campaigns Integrated Direct marketing Campaigns Integrated Direct marketing Campaigns MNI TO SPACE Section B. Multi Channel Country Campaigns Section B. Multi Channel Country Campaigns Integrated Direct marketing Campaigns Integrated Direct marketing Campaigns Integrated Direct marketing Campaigns Section B. Multi Channel Country Campaigns Section C. Relationship Marketing Awards Section C. Relationship Marketing Awards Section C. Relationship Marketing Awards Section D. Credit Awards Section D. Credit Awards Section D. Credit Awards Section D. Credit Awards At Direction At Direction MIT Direction MI		Integrated Direct marketing Campaigns	The Uber Test Ride	Gloo@Ogilvy	Gold
Country Campaigns Section B. Multi Channel Country Compagnes Section B. Multi Channel Country Campaigns Section C. Relationship Marketing Awards Section D. Creft Awards Sec				Decree and the fact that the second second	
Saction B. Multi Charmel/ Country Campaigns Section B. Multi Charm		Integrated Direct marketing Campaigns	Zurich BnB Sure - Stolen		Gold
Country Campaigns Section B. Multi Channel Country Campaigns Section C. Relationship Multicology Awards Section C. Creative Awards Apps Multicology Awards Section D. Creati Awards At Direction Multicology Awards Section D. Creati Awards Section D. Creati Awards Section D. Creati Awards Section D. Cr			Standard Bank Business Banking		
Section B. Mulf Charmel/ Country Campaigns Section C. Relationship Mulfor Charmel Country Campaigns Section C. Relationship Murketing Awards Section D. Craft Awards Section D. Craft Awards Apps Myddacom/App - JAWA Goo@Quilyy Gold Section D. Craft Awards Art Direction Mulfor Section Mul		Integrated Direct marketing Campaigns			Gold
Country Campaigns Inlegrated Direct marketing Campaigns Sandard Bank Business Banking Attorney Country Campaigns Inlegrated Direct marketing Campaigns Sandard Bank Business Banking Attorney Country Campaigns Inlegrated Direct marketing Campaigns Cell in the Game Mortimer Haney Silver Cuntry Campaigns Inlegrated Direct marketing Campaigns Cell in the Game Mortimer Haney Silver Campaigns Cell in the Game Mortimer Haney Cell in the Game Cell in the Game Mortimer Haney Cell in the Game Cell in the Cell in the Game			real Louis	Tiero	
Section B. Multi Channel/ Country Campeigns Section C. Relationship Marketing Awards Section D. Craft Awards Apps MybdacomyApp - Smartphone GoogQigity Gold Section D. Craft Awards Section D. Craft Awards		Integrated Direct marketing Campaigns	Eduloan Bring The Buck	Action Ambro's	Gold
Country Campaigns Section B. Mill Channel/ Country Campaigns Section C. Relationship Marketing Awards Section D. Craft Awards Art Direction Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Direction Mydodacom/pp - Smartphone Goog@oglivy Gold Section D. Craft Awards Art Directi			Standard Bank Business Banking -		
Section B: Multi Channel/ Country Campaigns Section R: Multi Channel/ Country Campaigns Section B: Multi Channel/ Country Campaigns Section C: Relationship Marketing Avards Section D: Creft Avards Section D: C		Integrated Direct marketing Campaigns		Demographica	Gold
Country Campaigns Section B: Multi Channel/ Country Campaigns Section D: Relationship Marketing Avarids Section C: Relationship Marketing Avarids Section D: Craft Avarid			-		
Section B: Multi Channel/ Country Campaigns Mill Tospace Mill Channel/ Country Campaigns Mill Channel/ Country Campaigns Section B: Multi Channel/ Country Campaigns Section C: Relationship Marketing Awards Section D: Crift Awards Apps MyddacomApp - Smartphone Gloo@Ogility Gold Section D: Crift Awards Art Direction Art Direction Art Direction Art Direction Art Direction Mill To SPACE Section D: Crift Awards Art Direction Mill To SPACE Section D: Crift Awards Art Direction Mill To SPACE Section D: Crift Awards Art Direction Mill To SPACE Section D: Crift Awards Art Direction Mill To SPACE Section D: Crift Awards Art Direction Mill To SPACE Section D: Crift Awards Art Direction Mill To SPACE Section D: Crift Awards Art Direction Mill To SPACE Section D: Crift Awards		Integrated Direct marketing Campaigns	Get in the Game	Mortimer Harvey	Silver
Country Campaigns Saction B. Mult Channel/ Country Campaigns Section C. Relationship Marketing Awards Section D. Craft Awards Section D. Craft Awards Apps Marketing Awards Section D. Craft Awards Art Direction Art Direction Art Direction Art Direction Art Direction Art Direction Opening of Bartiament TEMA-Hunt Lascaris Durban Gold Section D. Craft Awards Section D. Craft Awar					
Section B: Multi Channel/ Country Campaigns Section B: Multi Channel/ Country Campaigns Integrated Direct marketing Campaigns Integrated Direct marketing Campaigns Integrated Direct marketing Campaigns Section C: Relationship Marketing Awards Section D: Craft Aw		Integrated Direct marketing Campaigns	MINI TO SPACE	Gloo@Ogilvy	Bronze
Section D. Craft Awards Section D. Craft Section Secti	Section B: Multi Channel/		1/50	0.00.11	
Country Campaigns Section C: Relationship Marketing Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D:	Country Campaigns	Integrated Direct marketing Campaigns	KFC Cappuccino Democracy	Gloo@Ogilw	Leader
Section C: Relationship Marketing Awards Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Apps MybodacomApp - Smartphone Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards	Section B: Multi Channel/	Let a sect at Direct and affice Occupations	His die IN Asse Field	IONITE IOE DI IDI IO	
Marketing Awards Section C: Relationship Marketing Awards Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Apps MybotacomApp - Smartphone Gloo@Ogilivy Gold Section D: Craft Awards Art Direction Art Direction Section D: Craft Awards Art Direction Mill To SPACE Section D: Craft Awards Art Direction Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section	Country Campaigns	Integrated Direct marketing Campaigns	iliadin ivan Fiu	IGNITE JOE PUBLIC	Leader
Section C: Relationship Marketing Awards Section D: Craft Awards Apps MyodacomApp - Smartphone Gloo@Ogilvy Gold Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Mini To SPACE Gloo@Ogilvy Silver Section D: Craft Awards Art Direction Mini To SPACE Section D: Craft Awards Art Direction Section D: Craft Awards Art Direction Mini To SPACE Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: C	Section C: Relationship	CDM Dragrammas	ON Conticida	LIQUORICE / PUBLICIS AFRICA	Cilver
Marketing Awards Section C: Relationship Marketing Awards Section D: Craft Awar	Marketing Awards	CRIVIFIOGRAFIIITIES	OVO Fast Nus	GROUP	Silvei
Section C: Relationship Marketing Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section	Section C: Relationship	EDMomples of relationship marketing	Nedbank Appreciative Inquiry and	Actuato	Silver
Marketing Awards Section C: Relationship Marketing Awards Section C: Relationship Marketing Awards Section C: Relationship Marketing Awards Section D: Craft Awards Art Direction Section D: Craft Awards Art Direction Minimum Section Section D: Craft Awards Section D: Craft Awards Art Direction Minimum Section Minimum Section Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Art Direction Minimum Section Section D: Craft Awards Section D: Craft Awards Art Direction Minimum Section Section D: Craft Awards Sect	Marketing Awards	Environment of the state of the	Guerrilla Acknowledgement	Actuate	Silvei
Section C: Relationship Marketing Awards Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft	Section C: Relationship	EPM employee relations hip marketing	Switchlah - EPM Program	Inter-Net	Bronzo
Marketing Awards Section C: Relationship Marketing Awards Section D: Craft Awa	Marketing Awards	Li Wemployee relationship marketing	Owner hab - Er twi Togram	ii itoi-i vot	DIOIZO
Marketing Awards Section C: Relationship Marketing Awards Section D: Craft Awards Apps MyVodacomApp - JAVA Gloo@Gglily Gold Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: C	· ·	FRM employee relationship marketing	African Bank MB Campaign	Digital Planet	Bronze
Marketing Awards Cell C GetWore Stratutude Leade Section D: Craft Awards Apps MyodacomApp - Smartphone Gloo@Ogilvy Gold Section D: Craft Awards Art Direction Zurich BnB Sure - Stolen Healo Bection D: Craft Awards Art Direction KFC SOUNDBITE Gloo@Ogilvy Gold Section D: Craft Awards Art Direction KFC SOUNDBITE Gloo@Ogilvy Gold Section D: Craft Awards Art Direction Reflections Mortimer Haney Silver Section D: Craft Awards Art Direction Reflections Mortimer Haney Silver Section D: Craft Awards Art Direction MNI TO SPACE Gloo@Ogilvy Silver Section D: Craft Awards Art Direction MNI TO SPACE Gloo@Ogilvy Silver Section D: Craft Awards Art Direction Johnie Walker "Walker Wager" King James Group Standard Bank Business Banking - Real Estate Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom You Tube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Tokken Pay School Club HDI Youth Marketeers Bronza Section D: Craft Awards Branded Content KFC MNI-CRICKET KIDS STRETCHING WITH THE PROTEAS Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronza Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS STRETCHING WITH THE PROTEAS Playmakers Bronza Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronza Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronza Section D: Craft Awards Branded Content Bronza Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronza Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronza Section D: Craft Awards Branded Content Bronza Section D: Craft A	Marketing Awards	Z. W. o. i.p. o. j. o. j	7 tiloan BankiviB Gampaign	Digital Flation	DI OI ILO
Section D: Craft Awards Apps MyVodacomApp - Smartphone Gloo@Ogilvy Gold Section D: Craft Awards Apps MyVodacomApp - JAVA Gloo@Ogilvy Gold Section D: Craft Awards Art Direction Minit To SPACE Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Art Direction Minit To SPACE Section D: Craft Awards Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Section D: Craft Awards	'	Loyalty Programmes	Cell C GetMore	Stratitude	Leader
Section D: Craft Awards Sectio					
Section D: Craft Awards Art Direction Zurich BnB Sure - Stolen Demographica in collaboration with Halo Section D: Craft Awards Art Direction KFC SOUNDBITE Gloo@Ogity Gold Section D: Craft Awards Art Direction Opening of Barliament TBWA Hunt Lascaris Durban Gold Section D: Craft Awards Art Direction Reflections Mortimer Harvey Silver Section D: Craft Awards Art Direction MINI TO SPACE Section D: Craft Awards Art Direction Johnie Walker "Walker Wager" Standard Bank Business Banking - Real Estate Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Demographica in collaboration with Halo Demographica in collaboration with Bronza Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Demographica in collaboration with Halo Demographica in collaboration with Bronza Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content Demographica Bronza Section D: Craft Awards Branded Content Demographica Bronza Standard Bank Business Banking - Attorneys Demographica Bronza Bronza Section D: Craft Awards Branded Content Demographica Bronza Standard Bank Business Banking - Attorneys Demographica Bronza Bronza Section D: Craft Awards Branded Content Demographica Bronza Standard Bank Business Banking - Bronza Section D: Craft Awards Branded Content Standard Bank Business Banking - Bronza Section D: Craft Awards Branded Content Standard Bank Business Banking - Bronza Section D: Craft Awards Branded Content Fick n Pay School Club HDI Youth Marketeers Bronza Section D: Craft Awards Branded Content Standard Bank Business Banking - Bronza SABMLLER - REDD'S Annotated Youtube Video Promise Bronza Section D: Craft Awards Branded Content Bronza Schonza Schon	Section D: Craft Awards	Apps		Gloo@Ogilvy	Gold
Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Section D: Craft Awards Section D: Craft Awards Art Direction Section D: Craft Awards Art Direction Section D: Craft Awards Section D: C	Section D: Craft Awards	Apps	MyVodacomApp - JAVA	Gloo@Ogilvy	Gold
Section D: Craft Awards Art Direction KFC SOUNDBITE Gloo@Ogilvy Gold Section D: Craft Awards Art Direction Opening of Barliament TBWA Hunt Lascaris Durban Gold Section D: Craft Awards Art Direction Reflections Mortimer Haney Silver Section D: Craft Awards Art Direction MINI TO SPACE Gloo@Ogilvy Silver Section D: Craft Awards Art Direction Johnie Walker "Walker Wager" Standard Bank Business Banking - Real Estate Standard Bank Business Banking - Art Direction Standard Bank Business Banking - Real Estate Standard Bank Business Banking - Attorneys Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Standard Bank Business Banking - Attorneys Bronz Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Fick n Pay School Club HDI Youth Marketeers Bronz Section D: Craft Awards Branded Content Fick n Pay School Club HDI Youth Marketeers Bronz Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS STRETCHING WITH THE PROTEAS STRETCHING WITH THE PROTEAS STRETCHING WITH THE PROTEAS Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video TBWA Hunt Lascaris Durban Bronz Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Art Direction	Zurich BnB Sure - Stolen	Demographica in collaboration with	Gold
Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Pick n Pay School Club Branded Content Section D: Craft Awards Branded Content Bronz Standard Branded Content Standard Branded Content Standard Branded Content Standard Branded Content Bronz Standard Branded Content Bronz Standard Branded Content Bronz Bronz Bronz Standard Branded Content Bronz Bron	Occurr B. Orait7 wards	AT DIRECTION	Zarior Brib care Golori		Cold
Section D: Craft Awards Art Direction Reflections Mortimer Harvey Silver Section D: Craft Awards Art Direction MNI TO SPACE Gloo@Ogilvy Silver Section D: Craft Awards Art Direction Johnie Walker "Walker Wager" King James Group Silver Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Demographica in collaboration with Halo Bronze Section D: Craft Awards Art Direction Standard Bank Business Banking - Attorneys Demographica in collaboration with Halo Bronze Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content BMW Custom Suzzelle does Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content Dipital SABMILLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Art Direction	KFC SOUNDBITE	Gloo@Ogilvy	Gold
Section D: Craft Awards Art Direction Reflections Mortimer Harvey Silver Section D: Craft Awards Art Direction MNI TO SPACE Gloo@Ogilvy Silver Section D: Craft Awards Art Direction Johnie Walker "Walker Wager" King James Group Silver Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Demographica in collaboration with Halo Bronze Section D: Craft Awards Art Direction Standard Bank Business Banking - Attorneys Demographica in collaboration with Halo Bronze Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content BMW Custom Suzzelle does Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content Dipital SABMILLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Art Direction	Opening of Barliament	TRIMA Hunt Lascaris Durban	Gold
Section D: Craft Awards Art Direction MNI TO SPACE Gloo@Ogility Silver Section D: Craft Awards Art Direction Johnie Walker "Walker Wager" King James Group Silver Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Demographica in collaboration with Halo Section D: Craft Awards Art Direction Standard Bank Business Banking - Attorneys Demographica in collaboration with Halo Bronz Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Itakealot.com_Suzelle does Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronz Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronz Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronz Section D: Craft Awards Branded Content Dinie Walker "Walker Wager" King James Group Bronz Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold					
Section D: Craft Awards Art Direction Johnie Walker "Walker Wager" King James Group Silver Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Demographica in collaboration with Halo Section D: Craft Awards Art Direction Standard Bank Business Banking - Attorneys Demographica in collaboration with Halo Demographica in collaboration with Halo Bronze Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Itakealot.com_Suzelle does Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS STRETCHING WITH THE PROTEAS STRETCHING WITH THE PROTEAS SABMILLER - REDD'S Annotated Youtube video Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold Section D: Craft Awards Innovative Solutions Be Our Art Director TBWA Hunt Lascaris Durban Gold				•	
Section D: Craft Awards Art Direction Standard Bank Business Banking - Real Estate Bronza Rection D: Craft Awards Bronded Content Real Estate Bronza Real Estate Bronza Rection D: Craft Awards Bronza Real Estate Bronza Rection D: Craft Awards Bronza Real Estate Bronza Rection D: Craft Awards Innovative Solutions Rection Re					
Real Estate Halo Section D: Craft Awards Art Direction Real Estate Halo Standard Bank Business Banking - Demographica Bronza Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Art Direction			Silver
Section D: Craft Awards Art Direction Standard Bank Business Banking - Attorneys Demographica Bronze Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Bank Business Banking - Mind James Group Gold Section D: Craft Awards Branded Content Bank Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS Playmakers Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Art Direction	9	· .	Bronze
Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content takealot.com_Suzelle does Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content Free Mini-CRICKET KIDS STRETCHING WITH THE PROTEAS Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold				Halo	
Section D: Craft Awards Branded Content One Rand Man King James Group Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content Dick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS Branded Content Dick awards Branded Content Dick awards Branded Content Section D: Craft Awards Branded Content Dick awards Branded Content Bway Hunt Lascaris Durban Gold	Section D: Craft Awards	Art Direction		Demographica	Bronze
Section D: Craft Awards Branded Content BMW Custom YouTube Gadget EOH Digital Gold Section D: Craft Awards Branded Content takealot.com_Suzelle does Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS Playmakers Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold			*		
Section D: Craft Awards Branded Content takealot.com_Suzelle does Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronz KFC MNI-CRICKET KIDS STRETCHING WITH THE PROTEAS Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video Section D: Craft Awards Branded Content Bronz Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold					
Section D: Craft Awards Branded Content Christmas M&C Saatchi Abel Silver Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS Playmakers Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Bronze Section D: Craft Awards Innovative Solutions Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Branded Content	<u> </u>	EOH Digital	Gold
Section D: Craft Awards Branded Content Pick n Pay School Club HDI Youth Marketeers Bronze Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS Playmakers Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Branded Content	_	M&C Saatchi Abel	Silver
Section D: Craft Awards Branded Content KFC MNI-CRICKET KIDS STRETCHING WTH THE PROTEAS Playmakers Bronze Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" Section D: Craft Awards Branded Content SABMILER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold					
Section D: Craft Awards Branded Content STRETCHING WITH THE PROTEAS Playmakers Bronzi Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronzi SABMILLER - REDD'S Annotated Youtube video Promise Bronzi Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Branded Content		HDI Youth Marketeers	Bronze
Section D: Craft Awards Branded Content Johnie Walker "Walker Wager" King James Group Bronze Section D: Craft Awards Branded Content SABMLLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Bronze Section D: Craft Awards Innovative Solutions Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Branded Content		Playmakers	Bronze
Section D: Craft Awards Branded Content SABMILLER - REDD'S Annotated Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Bronze Section D: Craft Awards Innovative Solutions Be Our Art Director TBWA Hunt Lascaris Durban Gold				•	
Section D: Craft Awards Branded Content Youtube video Promise Bronze Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Bronze Section D: Craft Awards Innovative Solutions Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Branded Content		King James Group	Bronze
Section D: Craft Awards Branded Content Be Our Art Director TBWA Hunt Lascaris Durban Bronze Section D: Craft Awards Innovative Solutions Be Our Art Director TBWA Hunt Lascaris Durban Gold	Section D: Craft Awards	Branded Content		Promise	Bronze
Section D: Craft Awards Innovative Solutions Be Our Art Director TBWA Hunt Lascaris Durban Gold					
	Section D: Craft Awards	Branded Content	Be Our Art Director	TBWA Hunt Lascaris Durban	Bronze
Section D: Craft Awards Innovative Solutions Own a Piece of South Park Gloo@Oqilw Gold	Section D: Craft Awards	Innovative Solutions		TBWA Hunt Lascaris Durban	Gold
	Section D: Craft Awards	Innovative Solutions	Own a Piece of South Park	Gloo@Ogilw	Gold

Section D: Craft Awards	Innovative Solutions	The Uber Test Ride	Gloo@Ogilvy	Silver
Section D: Craft Awards	Innovative Solutions	SABMILLER - REDD'S CHILL CHAVBER	Promise	Silver
Section D: Craft Awards	Innovative Solutions	Standard Bank Business Banking - Real Estate	Demographica in collaboration with Halo	Bronze
Section D: Craft Awards	Innovative Solutions	POND'S loc The Demo	Gorilla	Leader
Section D: Craft Awards	Innovative Solutions	MINI TO SPACE	Gloo@Ogilvy	Leader
Section D: Craft Awards	Most Effective Use of Content	One Rand Man	King James Group	Black Spear
Section D: Craft Awards	Most Effective Use of Content	Be Our Art Director	TBWA Hunt Lascaris Durban	Black Spear
Section D: Craft Awards	Most Effective Use of Content	C-Class No Alternative Campaign	iProspect	Gold
Section D: Craft Awards	Most Effective Use of Content	Own a Piece of South Park	Gloo@Ogilvy	Gold
Section D: Craft Awards	Most Effective Use of Content	Johnie Walker "Walker Wager"	King James Group	Gold
Section D: Craft Awards	Most Effective Use of Content	KFC MNI-CRICKET KIDS STRETCHING WITH THE PROTEAS	Playmakers	Bronze
Section D: Craft Awards	Use of New Technologies	Red Bull Kas'Lami Tembisa	Mobitainment	Gold
Section D: Craft Awards	Use of New Technologies	whatsfordinner Instant Inspiration	LIQUORICE / PUBLICIS AFRICA GROUP	Silver
Section D: Craft Awards	Use of New Technologies	Hungry Lion Lucky Bucket Campaign	Yonder Media	Silver
Section D: Craft Awards	Use of New Technologies	KFC Soundbite	Gloo@Ogilvy	Silver
Section D: Craft Awards	Use of New Technologies	Shield "First in Africa"	Gorilla	Bronze
Section D: Craft Awards	Use of New Technologies	KFC Flash and Win	Gloo@Ogilvy	Bronze
Section D: Craft Awards	UX, Interface and Navigation Design	Q20_The Squeaky Scroll Bar	M&C Saatchi Abel	Gold
Section D: Craft Awards	UX, Interface and Navigation Design	MyVodacomApp - JAVA	Gloo@Ogilvy	Silver
Section D: Craft Awards	UX, Interface and Navigation Design	Johnie Walker "Walker Wager"	King James Group	Silver
Section D: Craft Awards	UX, Interface and Navigation Design	MyVodacomApp - Smartphone	Gloo@Ogilvy	Silver
Section D: Craft Awards	UX, Interface and Navigation Design	Explore Sideways	Ikineo (Pty) Ltd	Bronze
Section D: Craft Awards	UX, Interface and Navigation Design	BMW Custom YouTube Gadget	EOH Digital	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Cotlands Donate Your Birthday Campaign	Lesoba Difference	Silver
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	SOS Children's Villages "2014 Christmas Mailer"	5th Dimension Marketing	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Ifa Lethu "The art of doing good"	5th Dimension Marketing	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Teddy Bear Clinic Campaign	Rocketseed	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Add-option Crisis Pregnancy Campaign	Lesoba Difference	Leader
Section E: Special Direct Awards	Non Profit Direct Marketing Campaign	Save the Children "2014 Christmas Mailer"	5th Dimension Marketing	Leader

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

Sabre BVEA 2024 Awards: Razor PR, Retroviral top SA agencies - 18 Apr 2024

McKinsey restructures, 3% of workforce to go - 15 Apr 2024

SpendTirend 2024: Resilient South Africans adapt to challenging economic conditions - 9 Apr 2024

Albany Bread Girl joy sours to disappointment for content creator and brands - 5 Apr 2024
 7 South African FR agencies on Provoke Media 2024 EMEA campaign shortlist - 27 Mar 2024

View my profile and articles...