

10 years in mobile win Direct Marketing of the Year Awards

Issued by [Mobitainment](#)

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Mobitainment, South Africa's premier mobile-first marketing technology enabler, is delighted to announce that it scooped two prestigious Assegai Awards at an event held in Johannesburg in November. Mobitainment was selected as 'SME of the Year' and founder, Candice Goodman, the 'Direct Marketer of the Year'.



The Assegai Awards, from industry body The Direct Marketing Association of South Africa (DSMSA), recognise those who create direct marketing campaigns that deliver exceptional results. The Awards are considered the premium industry award for those offering direct marketing solutions.

Mobitainment received further recognition when it was awarded an additional three accolades for its 'One AVBOB FM' campaign, developed in collaboration with BRAND et al and Xpress information.

Commenting on the winning the awards Candice Goodman Managing Director - Mobitainment said; "2016 has been a year of many celebrations for us - this is testament to the hard work and creativity of our winning team."

The campaign developed for AVBOB, Africa's largest mutual assurance society providing a one-stop funeral and burial service solution, enabled AVBOB to effectively communicate key regulations with its employees about an R1 billion bonus payment for policy holders. Utilising a radio-on-demand solution, they executed a low cost, trackable platform with impressive results. The campaign received Gold (ERM Employee Relationship Management), Silver (Use of New Technology) and Leader (Mobile) at the Assegai awards.

"Our AVBOB campaign's success shows how effective voice platforms can be for engaging a diverse audience with a large geographical spread," says Goodman. "The campaign was executed with a tight budget and yet were still able to deliver excellent results."

"Mobitainment is proud to celebrate its tenth year forging innovative marketing solutions in the mobile technology space," says Goodman. "It is an honour to receive these awards in recognition for what we have achieved over the last decade in

mobile.”

The two awards come shortly after the team received the Advertising and Media Association of South Africa’s (AMASA) Gold - Best in Mobile award and the Highly Commended - Best Small Budget award.

The [One AVBOB FM campaign](https://youtu.be/IC5aa4o2Sxs) overview can be viewed at: <https://youtu.be/IC5aa4o2Sxs>

So that was 2016... what’s on the radar for 2017 from Mobitainment?

Mobitainment is shining the light on mobile innovation and localising global solutions for the South African market: from Proximity Marketing and Augmented Reality to the power of Data Insights and enabling personalised video and conversations with chatbots. In 2017, Mobitainment brings these smart technologies to a local smart phone near you!

To assist you in becoming a trailblazer in mobile marketing, join Mobitainment and mCordis in March 2017 for the first industry-accredited Professional Qualification in Mobile Marketing. This [interactive mobile marketing qualification course](#) is designed to give you a comprehensive understanding of mobile marketing and the skills to start applying it in your marketing mix and overall business.

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