

Tyme Bank unveiled as Assegai Awards sponsor

Issued by [DMASA](#)

23 Oct 2020

South Africa's leading digital bank, TymeBank, has secured the coveted headline sponsor slot for the Assegai Awards.



“One of South Africa's youngest national brands will inject new energy and ideas into the country’s most established direct and integrated marketing awards,” says David Dickens, CEO of the Direct Marketing Association of SA (DMASA).

The DMASA has been hosting the Assegais annually for the past 22 years. “It is fitting that in the year when so many of us have seen the necessary expansion of our online lives that the DMASA has embarked on a fresh new partnership with a digital leader,” Dickens added.

“TymeBank believes in state-of-the-art banking with an entrepreneurial flair. Positive disruption in pursuit of doing things better is what we’re about. We put our customers at the centre of all that we do and we aim to communicate to them in a way that simplifies and demystifies banking to improve financial access. Direct marketing forms a significant part of our marketing strategy and reaching our customers with the solutions they need. It’s clear then that this new relationship between TymeBank and the DMASA Assegai Awards is a true meeting of minds,” said Linda Appie, Head of Marketing for TymeBank.

The Assegai Awards annually showcase the direct marketing industry leaders who have delivered exceptional work over the previous year. The TymeBank-sponsored awards evening will take place on 26 November 2020 where exceptional campaign results will be showcased and rewarded. Detailed venue and format information will soon be posted on [DMASA.org](https://www.dmasa.org).

Last year’s instalment of the Assegai Awards saw Ogilvy being named Agency of the Year while Roger Wilco received the Leader award in the same category. There are 180 Bronze, Silver and Leader awards to be won across dozens of categories spanning search, email, experiential and mobile marketing, amongst many others. Judges are specifically looking for the most effective use of content, database analytics, interface and navigation design, banners, microsites and every other direct and integrated marketing tool.

The DMASA is the continent's leading non-profit dedicated to the sustainable development of the direct and integrated marketing industry. It is recognised by the National Consumer Commission, which enables it to manage consumer complaints within the direct marketing space on behalf of over 300 members. Since its 2005 founding, DMASA members have also benefitted from lobbying activities, which have helped influence policy around integrated and direct marketing. To help ensure continued responsible access to consumers, the DMASA enforces its Code of Principled Marketing according to which all members must adhere, while also promoting data protection compliance and professional development through the DMASA E-Learning Academy.

For more information, email info@dmasa.org or visit www.dmasa.org.

About TymeBank:

TymeBank is South Africa's first digital bank. It is majority owned by ARC Financial Services Holdings (Pty) Ltd, a company within *Patrice Motsepe's Ubuntu-Botho Investments* stable. TymeBank has no branches and its core banking system is hosted securely in the Cloud. This reduces its overheads and delivers significant cost-savings that are passed on to its customers. Through a distribution partnership with Pick n Pay and Boxer, TymeBank has kiosks located at stores across the country. Customers can open a FICA compliant bank account at these kiosks in under five minutes. No documentation is required. Once signed-up customers can automatically become Smart Shopper members – Pick n Pay's rewards programme – and will earn double Smart Shopper points when using their TymeBank card to purchase goods in Pick n Pay stores. TymeBank's unique GoalSave tool, allows customers to earn a great interest rate of up to 8% per annum on their savings.

For more information visit www.tyimebank.co.za.

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The Direct Marketing Association of Southern Africa (DMASA) is a Section 21 company dedicated to the protection and development of the Interactive and Direct Marketing (IDM) industry. It established itself as an independent body in November 2005.

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