



# Assegai time rolls round again

Issued by [DMASA](#)

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***Get the recognition you deserve for your excellence in direct marketing. Entries for the 2019 Assegai Awards are now open.***



South Africa has some of the most innovative and successful direct marketers in the world - make sure your agency is numbered amongst them. The Assegai Awards recognise and reward campaigns which deliver exceptional results, and take the art of direct marketing to new heights. Its past winners provide a roll call of the leaders in this exciting, growing industry - make sure you stake your claim for greatness.

“Direct marketing remains the most cost-effective - and effective - way of reaching consumers, and a successful campaign builds a connection between brand and consumer like no other form of marketing does,” says David Dickens, CEO, Direct Marketing Association of South Africa (DMASA), which runs the competition. “The Assegai Awards programme is how the industry takes stock of who is achieving greatness, and the glitzy awards ceremony is where the top creative teams come to receive their accolades. It’s also the party of the year!”

Entries can be made online at <http://www.assegaiawards.co.za/enter-2019/> via a user-friendly, four-step process. Campaigns need to have run between January 2018 and August 2019.

The deadline for entries is midnight 23 August 2019, with judging set to take place on 19 and 27 September 2019. DMASA members pay lower entry fees.

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- **Call for entries: Hitting the mark Assegai Awards 2024** 8 Apr 2024
- **Assegai Awards 2024 season: Get ready to shine** 27 Mar 2024
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- **Dragonfly South Africa announces its sponsorship of the Assegai Awards for the 3rd consecutive year** 29 Feb 2024



**DMASA**

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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