

More reason to enter the Assegai Awards

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Everyone wants to be numbered in the company of winners. Now is your chance to stake your claim as an award-winning marketer, someone who clients will trust to take their brands to the next level.



If you have spent sleepless nights crafting impressive creative content that has captured the hearts and minds of your client's targeted audience, now is the time to impress the judges at this year's Assegai Integrated Marketing Awards.

The Direct Marketing Association of South Africa (DMASA) Assegai Integrated Marketing Awards are one of the highlights of the industry's calendar, and the most revered in Africa.

With the judging scheduled to take place in September, award entries are open until 23 August 2019. There's plenty of time to prepare your submission and stand a chance to walk away with one or more of these prestigious accolades.

"In the Information Age, clients no longer accept a marketer at face value when deciding whether to purchase a product or procure a service. Winning credible awards can go a long way in demonstrating that you or your agency are trustworthy marketers who deliver results," says DMASA's CEO David Dickens. "Being an award-winning marketer will open doors for more business by assuring your prospective customer of your capability, creativity and commitment to excellence."

The Assegai Awards acknowledge the talented elite whose Integrated Marketing campaigns deliver exceptional results, and encourage all players in the industry to work towards achieving greatness in their campaigns. The ultimate goal remains to keep raising the bar for the whole industry.

Key dates to remember:

- Entry Deadline: 23 August 2019
- Judging commences 27 September 2019
- Assegai Awards Evening: 7 November 2019

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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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