

Winners of the IAS Agency Credentials Award for 2021

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Winners of the IAS Agency Credentials Award for 2021 include Gorilla, Hill+Knowlton Strategies and Mark1 who achieved Bronze Awards. Penguin follows with Leader Award.



[The Assegai Integrated Marketing Awards](#), in conjunction with the [IAS](#) (Independent Agency Search and Selection) is proud to announce the winners of the prestigious IAS Agency Credentials Award. [Gorilla](#), [Hill+Knowlton Strategies](#) and [Mark 1](#) achieved Bronze Awards, with [Penguin](#) following with a Leader Award.

Although this award was inaugurated in 2016, IAS recently revitalised their relationship with the Direct Marketing Association of South Africa (DMASA) - organisers of the Assegai Awards - in order to “relaunch” the IAS Credentials Award this year. The award ceremony took place on 11 November 2021 in Melrose, Johannesburg. Entries were received from creative, digital and media agencies.



Judges included several leading South African marketers as well as international judge [Cesar Vacchiano](#) who is president and Global CEO of SCOPEN International. Nikki Munsie, Business Director and Hlamazi Mabunda, Project Director of the IAS were also part of the judging panel.

According to Vacchiano, “The judges were quite specific about the criteria and the winning entries certainly displayed evidence of an agency that was clear about their focus and positioning. The credentials entries provided the judges with insight into the agency culture and the successes of the work that they are doing for their clients. ROI was clearly evident.”

[Johanna McDowell](#), founder and CEO of the IAS, comments: “We are committed to our partnership with DMASA and will

continue to offer the Credentials Award. All winners of which there were three Bronze awards and one Leadership award submitted excellent credentials. We would like to encourage more agencies to enter this award in the future because it will give them an opportunity to showcase their agency to the significant number of leading marketers on the judging panel,” concludes McDowell.

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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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