

# 2018 Assegai Awards: The Midas touch

By  Danette Breitenbach

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Ogilvy Cape Town and Johannesburg had the Midas touch at the Direct Marketing Association of Southern Africa's (Dmasa) Assegai Awards last night, turning 19 of their entries into gold awards.



Joe Public Connect won eight gold awards and it was named Agency of the Year at the Assegai Awards last night.

Joe Public Connect continued the winning streak of its parent and affiliate agencies this year, winning eight gold awards and it was named Agency of the Year on the evening.

The 2018 Assegai Awards took place last night at the Polo Room at the Inanda Club in Sandton and dished out 51 gold awards, 30 silver, 30 bronze and 44 leaders given of the over 200 entries received.



2018 Assegai Awards: Winners revealed!

8 Nov 2018



## Digital way of thinking

In terms of all the entries, David Dickens, CEO of the Dmasa says this year they raised the bar of the quality of the entries. "There are winners and losers, no middle of the road, and no awards for awards sake."

Ogilvy's spoils are divided up between its Johannesburg and Cape Town agencies with eight going back to the Mother City and 11 to Ogilvy Johannesburg.

Ogilvy SA Group MD, Luca Gallarelli says this is a good accolade for the agency which has been driving its direct marketing offering for clients. "We have been working very hard to bring the digital way of thinking and an understanding of what direct means in a new digital world away from the old paper and board direct marketing to reinvent it in a modern context together with our clients."

He says this is only the beginning. "It's great to be on stage for our clients but this is a journey and it's not over yet. So, while we are delighted, and tonight we will celebrate, tomorrow we will wake up and we will work harder to achieve more."

## It's about never giving up

For Joe Public Connect the awards are a realisation of months of hard work. "Overnight success takes hours, days and months and requires hard work, grit, determination, guts people with an attitude to growth, and brave clients who trust you," says Dani Morley, managing partner of Joe Public Connect.

She adds that the agency is really committed to the growth of their people and clients. "Our culture speaks volumes about what we saw happen tonight. It is about never giving up and coming to work and loving what you do. You have to focus and think about the job you have to do and your clients and their desires where they want to be."

Clarissa Fleischer from Rogerwilco was named Young Direct Marketer of the Year.

## ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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