

Dentsu SA wins 4 Golds at the #AssegaiAwards2020

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Acknowledging and awarding those whose integrated marketing campaigns deliver exceptional results, the 2020 Assegai Awards took place in Johannesburg with Dentsu and their agency brands taking home four Golds, one Bronze and a number of Leader awards across multiple categories.



Photo credit: Assegai Integrated Marketing Awards [Facebook](#) page

[Carat](#) South Africa and Carat Kenya won Gold for the [Guinness Goal Challenge](#) in the Use of Technologies category. A unique football experience (Guinness Night Football) filled with the vibrancy, intensity and the spirit that the brand stands for.

Carat partnered with Africa's biggest, most loved football platform, [Goal.com](#), to maximise reach of the concept and produce bespoke content. In Kenya, through a series of incredible Night Football events across the country giving fans a chance to compete and win a coveted spot on the Kenyan five-a-side team.

Together with Mobitainment and 13th Floor, Gold was awarded to [Carat](#) SA for their Nivea #TakeExtraCare campaign in the CRM Programmes category and a Bronze for the same campaign in the Mobile Marketing category.

In addition, a Leader award was awarded to Carat SA for Nivea Men Challenge for Charity in the Media - Social Media category.

Creative agency, [FoxP2 South Africa](#) was awarded Gold in the Agency Credentials category as well as a Leader award for Cash Back Case in the Media - Direct Response Mass Media: TV, Print, Out-of-Home and Radio category.

Leading content marketing agency, [John Brown Media South Africa](#) (JBSA) was awarded Gold for their Fresh Campaign for Pick n Pay (PnP) in the Branded Content category. The campaign was designed to raise awareness of PnP's price-sensitive Fresh category, broaden education around and increase use of lesser-known fruit, vegetables, fish and meat cuts, highlight and entrench PnP's lower-price message as well as to reflect PnP's new Fresh Promise messages.

Through a 360° ecosystem with touchpoints and a cohesive narrative across in-store POS, ATL supplements, magazine, mailers and social media, the JB SA team curated a holistic brand message and while ensuring customers were at the heart of the campaign.

Commenting on Dentsu's success at the 2020 Assegai Awards, Koo Govender, CEO for Dentsu South Africa, said: *"I am immensely proud of our talented Dentsu team, the quality and standard of work that has been produced consistently as well as the campaigns that were awarded at the Assegai Awards. 2020 has been a very different year for the industry and to have these awards at the end of the year gives us the opportunity to end the year on such a high and positive note. Congrats to the teams involved."*

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