

Levergy wins big at Hollard Sport Industry and Assegai Awards

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Levergy is the Hollard Sport Industry Awards Agency of The Year for the third time

Sport and entertainment communications agency Levergy has been named the Hollard Sport Industry Awards Agency of the Year for the second year in a row; a third time winning the award since their first win in 2017. This honour came with a total four awards won at the Hollard Sports Industry Awards and six at the Assegai Awards, both of which were held on 26 November 2020.



The Hollard Sport Industry Awards, which recognises the best work in the business of sport, saw Levergy being the biggest winners of the day. The agency walked away with awards for Campaign of the Year (Nedbank Cup Play Your Part), Digital Platform of the Year (SuperSport Twitter) and Event or Competition Sponsorship (Nedbank Runified), on top of the Agency of the Year award. This after receiving 19 nominations across eight different categories at the event.

At the Assegai Awards, Levergy earned a total of six nods. Three awards were for the Heineken #TeamHeineken Rugby World Cup campaign, including a Leader award for Face-to-Face Marketing, a Silver for Integrated Campaign and Bronze for Innovative Solutions. The agency also walked away with a Bronze for Integrated Direct Marketing Campaign with under R500,000 budget, for the Nedbank Cape Winemakers Guild, In Wine There Is A Story campaign, a Leader award for Integrated Direct Marketing Campaign for Energade Fueling South African Heroics and an Art Direction Bronze for the New Balance Runs in The Family campaign.

Levergy co-founder and director Struan Campbell said: "We're absolutely honoured to be voted agency of the year for the third time and it means so much more to us now after the tough year our industry and the rest of the world has had. The pandemic really put our creativity and agility to the test and we're excited to see that the work we created for our clients not only resonated with the market but with our peers as well. We're immensely proud of our team for their incredible work and grateful to clients for their ongoing commitment and support. We look forward to continuing to build on this great foundation into 2021."

For more information on Levergy and for contact details go to [Levergy.co.za](https://www.levergy.co.za) or follow [@levergy_sa](https://twitter.com/levergy_sa) on Twitter.

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Levergy

Levergy is a leading sport and entertainment communications agency based in Johannesburg.

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