



# The DMASA's Assegai Integrated Marketing Awards would like to thank the judging panel for 2018

Issued by [DMASA](#)

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Thank you for your time and expertise in offering invaluable insight and focus to each entry this year. The Assegai Committee and its head, Mr Warren Moss send their heartfelt thanks.



This year the Assegai Awards received 208 entries across Section A – F containing 40 categories.

50 judges with the expertise required to judge all work from the marketing sector, were selected by the DMASA.

We had on average six judges per entry and each entry was judged on:

Section A, B, C & E: Strategy (30%), Creativity (30%) and Return on Investment (40%)

Section D – Craft Awards: Strategy (30%), Creativity (50%) and Return on Investment (20%)

Section F – Individual Awards: An overall score out of 5

View our Assegai Awards 2018 expert Judges here: <http://www.assegaiawards.co.za/2018-judging-panel/>

The Awards Evening takes place on **Thursday, 8 November 2018** at the Polo Room/ Inanda, tickets are available, book yours here: <http://www.assegaiawards.co.za/awards-evening/>

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- **DMASA's position clarified on telemarketing classification and POPIA compliance** 1 Mar 2024
- **Dragonfly South Africa announces its sponsorship of the Assegai Awards for the 3rd consecutive year** 29 Feb 2024



**DMASA**

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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