

Explore Sideways wins three Assegai Awards

Explore Sideways has won three awards at the 2015 Assegai Awards, the direct marketing industry awards. It aims to recognise and reward result driven campaigns across creativity, strategy and return on investment. It started as an initiative put forth by WESGRO to increase tourism into the Cape Winelands and became an iPhone app and then a full-fledged South African Winelands tourism platform.

Cape Town based marketing agency, iKineo, didn't just create a campaign, they created a product that was actually innovative and useful to both tourists and locals alike. Explore Sideways' wins are:

- Gold Explore Sideways: Integrated Direct marketing in the Campaigns category in the Multi-Channel/Country Campaigns section.
- Bronze for Explore Sideways: Ecommerce category in the Media section.
- Bronze for Explore Sideways: UX, Interface and Navigation Design category in the Craft Awards section.

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