



Assegai Student Category Booklet

2026

Introduction



Unveiling the Revamped Assegai Awards Student Category

Welcome to the revamped Assegai Awards Student Category! This year, we are thrilled to announce significant changes to foster creativity, innovation, and collaboration among the brightest marketing minds across various institutions in the country. As part of our commitment to nurturing emerging talent, we extend the opportunity to final-year marketing students from all national universities, Varsity Colleges, and Red and Yellow Creative Schools of Business.

Overview of Changes:

- 01 Inclusive Participation:** Final-year marketing students from all national universities, Varsity Colleges, and Red and Yellow Creative Schools of Business are invited to participate. Not limited to the University of Johannesburg Marketing Students.
- 02 Sponsor-Proposed Marketing Campaign:** Sponsors of the Student category will propose a marketing campaign challenge to be tackled by student groups. This challenge will provide students with a real-world scenario to apply their skills and creativity.
- 03 Group Formation:** Students will form groups consisting of six members each. These groups will collaborate to develop and execute innovative marketing campaigns in response to the challenge proposed by sponsors.
- 04 Entry Process:** Groups will submit their campaigns under a unique group name via the Assegai Awards website. These entries will be evaluated as part of the normal judging process.
- 05 Free Entry:** Entry into the Student category is free of charge, providing an equal opportunity for all eligible students to showcase their talents.

PROCESS OVERVIEW

- 01

Challenge Proposal: Sponsors of the Student category will propose a marketing campaign challenge aligned with their brand objectives and industry trends.
- 02

Group Formation: Students will form groups of six members each. These groups can consist of students from the same institution or a mix of institutions, fostering diversity of thought and collaboration.
- 03

Campaign Development: Groups will collaborate to develop comprehensive marketing campaigns in response to the challenge. They will leverage their academic knowledge, creativity, and strategic thinking to devise innovative solutions.
- 04

Submission: Groups will submit their campaigns via the Assegai Awards website, ensuring compliance with submission guidelines and deadlines.
- 05

Judging Process: Entries will undergo evaluation by a panel of esteemed judges, considering criteria such as Strategy, Creativity & ROI.
- 06

Winner Selection: The Gold winner of the Student category will be determined based on the highest-scoring entry. This winner will be recognized as the overall Student category winner, receiving prestigious acclaim and recognition.

“Dream Big
And Dare To Fail.”

BENEFITS

- A

Real-World Experience: Students will gain practical experience by tackling real-world marketing challenges proposed by industry sponsors.
- B

Networking Opportunities: Participation in the Assegai Awards provides students with opportunities to network with industry professionals, potential employers, and fellow students from di-
- C

Recognition and Prestige: Winning the Student category not only provides recognition for individual students and their groups but also enhances the reputation of their respective institutions.
- D

Skill Development: Engaging in the campaign development process hones students’ skills in areas such as team-work, creativity, strategic planning, and presentation.



The Assegai Awards Student Category offers an exciting opportunity for final-year marketing students to showcase their talents, creativity, and innovative thinking on a national platform.



Thank You

Let the creativity begin!

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