

# Gorilla wins at Assegai Awards

Issued by [Gorilla](#)

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On November 6 the Assegais honoured marketing that hits the mark, and Gorilla was thrilled to walk away with two awards.

With a judging criteria that focuses on strategy, creativity and ROI, a campaign must be full bodied and balanced in order to crack the nod. Gorilla took home two bronzes for work on Pond's and Shield deodorant. Pond's earned theirs in the MMS, SMS and Mail category for the flawless radiance 7 Day Challenge campaign, which centred on an SMS mechanic. Shield's was in the Face to Face Activations/Field Marketing category for the B+W launch at the Top Gear Festival in Durban.

"These are our first Assegais, and we hope there are many more to come," remarked Michelle McEwan, Gorilla's Managing Director. "As a digital agency our imperative is to ensure the online components of a campaign integrate seamlessly with traditional media to provide a rich, immersive experience for the consumer. These campaigns bear testament to how powerful that connection can be when the marketing elements support one another."

## About Pond's

For over 150 years, [Pond's](#) has been dedicated to making a real difference to women's skin care needs and way of life. To this day, generations of beautiful women continue to turn to Pond's for time-tested skin care products that work. No fuss, no drama, no complicated steps. Experience the art of simple beauty. [Pond's](#) knows that beauty is an emotional experience for women. All their skin care solutions are designed to feel incredible as you use them, look beautiful on your dressing table and above all, work. With [POND'S](#), it's all about creating a personal and unforgettable skin experience for every unique complexion.

## About Shield

Shield Deodorant is a global leader in sweat protection, delivering body-responsive results to keep you cool no matter how hard you make it work. Whether it's business or pleasure, Shield's antiperspirant technology keeps you dry, confident and able to push the limits even further.

Shield can be found online at [Facebook.com/ShieldZA](https://www.facebook.com/ShieldZA), [Shield.co.za](https://www.shield.co.za), [Twitter.com/ShieldMen](https://twitter.com/ShieldMen) and [Twitter.com/ShieldWomen](https://twitter.com/ShieldWomen).

## About Gorilla

Hello. We are Gorilla. You can think of us as a digital agency helping brands and companies meet marketing and business objectives through creative, digital solutions. We see ourselves as a group of people privileged to have the opportunity to do really cool stuff. We are honoured to take on the voice of some of South Africa's leading brands and, through design, creative, strategy or daydream, we work so that every interaction a fan or follower has with that brand is a good one.

You can follow our missions to build brand love on Twitter as [@GorillaCM](#), like our Facebook page at [Facebook.com/GorillaCreativeMedia](https://www.facebook.com/GorillaCreativeMedia) or check out our musings by visiting [Gorillacreativemedia.com](http://Gorillacreativemedia.com). Queries can be sent to [hello@gorilla.cm](mailto:hello@gorilla.cm).

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Gorilla

The logo consists of the word "gorilla" in a white, lowercase, sans-serif font, positioned to the right of a solid black square.

We proudly build brand love for some of South Africa's most loved products and companies by inspiring story-telling in the digital space.

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