

# TLC Marketing Worldwide wins again at this year's POPAI Awards!

Issued by [TLC Worldwide Africa](#)

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TLC Marketing Worldwide Africa is thrilled to announce a win at the POPAI SA Awards which took place at the Maslow Hotel in Sandton at the end of January 2018. TLC Marketing took home a Bronze award for their Absa Youth Account Offering in the Telecommunications and Financial Services Category.



Preneshen Munian, managing director for Africa and the Middle East at TLC Marketing, commented, "We are elated to win our second consecutive award at the POPAI SA Awards with our client Absa. We have a talented team that produces great work and we are really proud to receive recognition. Our campaigns add value to brands, which enables them to build meaningful connections with their consumers."

The POPAI SA Awards recognises excellence in point-of-purchase advertising displays and in-store communication activity produced and placed in South Africa. The awards cover 20 categories, including digital media in retail (DMiR) and is open to any designer or producer for point-of-purchase (POP) material. The entries are judged on a number of aspects, including marketing objectives and strategies, innovation, construction, use of retail space and communicative value.

"Absa Rewards and VAS aim to deliver sustainable benefits and value to our customers, in line with their lifestyles and social priorities. These benefits not only deepen our relationship with our customers, but also differentiate our banking propositions in the market, driving social value," said Sonja Fourie, head of Rewards and VAS at Absa Retail and Business Banking.

TLC has over 20 years' experience in delivering successful campaigns ranging from loyalty platforms to consumer incentives by using intelligence from 14 international offices as part of the TLC Marketing Worldwide Group.

For more information on both these campaigns please contact us on 011 676 7700. For press queries please contact Supriya Singh, Marketing Manager on [Supriya.singh@tlcmarketing.com](mailto:Supriya.singh@tlcmarketing.com)

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#### **TLC Worldwide Africa**



TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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