

Mscsports is the Hollard Sport Industry Awards Agency of the Year for 2021

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Mscsports, the full service sports and entertainment agency, has been announced as the Hollard Sport Industry Awards Agency of the year for 2021.





The award comes along with honours in two other categories - namely, Campaign of the Year and Event/Competition Sponsor of the Year for their work on the Castle Lager's [#InOurBlood campaign](#) (in collaboration with Ogilvy, Vizeum, Msport, Draffline JNB and Orchard on 25), bringing to life the incoming British & Irish Lions tour earlier in the year.

Whilst many sponsors opted not to activate during the tournament in light of spectator restrictions and in-stadia attendance bans, Castle Lager stepped up and proved that South Africans' love and passion for rugby, the Springboks and our country is truly #InOurBlood. The campaign delivered a unique experience for fans around the country and the world, connecting them virtually and uniting them through friendship and shared passions.

"These awards are so significant for Castle Lager. The brand purpose has always been about bringing South Africa together, and to do it using something that really unites us - like our blood - despite so many other issues that could divide us, is truly incredible," says Sphe Vundla, brand director: SAB Corporate at Anheuser-Busch InBev.

"Possibly the greatest victory is the 24% increase in blood donations received by the SANBS as a result of the campaign however – especially during a time when it was most needed."

The Hollard Sport Industry Awards recognises the best work in the business of sport and, after two challenging years for the sports industry, it is incredibly promising to learn of the 66% increase in award submissions from last year - a hopeful sign of the return to some semblance of normality for sport in South Africa.

"The last two years have been incredibly difficult for our industry and our country. But despite all of the challenges thrown at us, sport has continued to provide hope and relief to South Africans and we're proud to have been able to play a part in bringing that to life at a time when we all needed it the most" says Grant McEwan, head of strategy at Mscsports.

“The far-reaching impact of sport is why we’re so passionate about what we do, and we’re grateful to do it alongside such committed, supportive and resilient clients. The work and campaigns from all corners of our industry celebrated at the Hollard Sports Industry Awards was inspiring to see. To receive formal acknowledgement and recognition for our part played over the last year is simply the cherry on top.

“The athletes, brands and rights holders with whom we’re privileged to work have ultimately provided us with the platform on which to create, execute and leverage their sponsorships - their unwavering trust and commitment has been paramount to our combined success” continues Mscsports managing director, Neil Jankelowitz.

A full list of the awards and winners can be [viewed here](#).

To find out more about Mscsports, please visit www.mscsports.co.za.

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