



# ASSEGAI AWARDS

2010

## MERIT AWARD

THIS IS TO CERTIFY THAT

### Alphabet Soup

WON A MERIT AWARD IN THE CATEGORY

**Traditional Media: Alternative Media  
- Activations / Experiential**

FOR THE ENTRY

**SAICA - Now I Can**

  
SIGNATURE

10 November 2010

DATE



DIRECT MARKETING  
ASSOCIATION OF SA

**Post Office**



We deliver, whatever it takes.