

New Generation Award winners announced!

The 10th Annual instalment of The New Generation Social and Digital Media Awards winners have been announced.



THE NEW GENERATION SOCIAL & DIGITAL MEDIA AWARDS

The event took place in a packed venue Thursday 29 September at the Ballroom, Monte Casino.

Founder of the awards Stephen Paxton said, "Submissions have improved and increased year-on-year, with South African corporates and agency marketing teams producing some truly remarkable work."

"We saw 500 entries submitted this year from over 120 corporates, agencies and individuals; 'affirmation that the industry is back on track and those never-ending strategy sessions paid off! Teams have become more technically minded, smarter strategies could be seen across multiple platforms, resulting in clever content with exciting conversations driving high engagement among the communities. The results achieved across a number of campaigns were phenomenal," he continued.

Paxton also mentioned that a greater focus on Content Marketing was seen and the innovation shown by brands to capture audiences was second to none.

New Gen Awards would like to thank each that entered and made it as finalists.

The winners are as follows:

Corporate Awards

Best Revenue Generating Marketing Campaign or Event - Sponsored by Wunderman Thompson			
GOLD WINNER 2022	Volkswagen SA	Ogilvy	Game On
SILVER WINNER 2022	Vodacom	VMLY&R South Africa	Unlock Summer
BRONZE WINNER 2022	Cape Town Tourism		Find Your Freedom
Best Social Media Reach from an Event			
GOLD WINNER 2022	AB InBev	Ogilvy	Carling Black Label. #NOEXCUSE Bride Armour
SILVER WINNER 2022	Heineken	Machine	Heineken All-Invitational
BRONZE WINNER 2022	AB InBev	Ogilvy	Carling Black Label. Carling Cup. Your Game. Your Way
Best Online Competition			
GOLD WINNER 2022	Volkswagen SA	Ogilvy	Game On
SILVER WINNER 2022	SPIPA	Flow Communications	Climate 360
BRONZE WINNER 2022	MTN South Africa	Magna Carta	#BigUpYourLocal
BRONZE WINNER 2022	Unilever SA	Oliver Marketing (Ustudio)	Ola Season 2021 - 2022
Most Innovative App Developed by a Corporate - Sponsored by Wunderman Thompson			
SILVER WINNER 2022	HOMi Lifestyle		HOMi App
SILVER WINNER 2022	Standard Bank		Shyft
Best Use of Technical Innovation			
GOLD WINNER 2022	Nedbank	Levergy	Tasting Notes: A Story of Sound and Wine
SILVER WINNER 2022	Standard Bank		Shyft
BRONZE WINNER 2022	Cape Town Tourism		Find Your Freedom
Best Low Budget Campaign			
GOLD WINNER 2022	UCOOK	Machine	Xhosa-fying Halloween
SILVER WINNER 2022	BMW Motorrad South Africa	John Brown Media South Africa	Scooter Coffee Campaign
BRONZE WINNER 2022	Dunlop Tyres SA	Joe Public United	Grandtrek Uncharted 2
BRONZE WINNER 2022	Marine Protected Areas	Flow Communications and Olivia Jones Communications	MPADay
Mobile Marketing Excellence			
GOLD WINNER 2022	Vodacom	VMLY&R South Africa	Unlock Summer
GOLD WINNER 2022	AB InBev	Promise Group	Castle Lite Lulu
SILVER WINNER 2022	AB InBev	Ogilvy	Carling Black Label. Carling Cup. Your Game. Your Way.
BRONZE WINNER 2022	Sanofi-Aventis South Africa	Futuretech Media and OmniComm Media Group	A Leading Paediatric Offering
BRONZE WINNER 2022	Tiger Brands	Hellosquare	KOO - Only One
Blogging Excellence			
SILVER WINNER 2022	Flexability	Flow Communications	Flexability – #MyAbility
SILVER WINNER 2022	Nedbank	Flume Digital Marketing & PR	MoneyEDGE by Nedbank
BRONZE WINNER 2022	Sanlam	Machine	Sanlam Reality- Wealth Sense
Most Innovative Use of Social and Digital Media			
GOLD WINNER 2022	Mondelez International	Ogilvy	In Our Own Words
GOLD WINNER 2022	Volkswagen SA	Ogilvy	Game On
SILVER WINNER 2022	AB InBev	Promise Group	Castle Lite Lulu
BRONZE WINNER 2022	Unilever SA	The Hardy Boys	Joko Donate Your Voice
BRONZE WINNER 2022	Vega School	Digital Optimization	Vega School - Registration Boost
Most Innovative Gamification Campaign			
GOLD WINNER 2022	Volkswagen SA	Ogilvy	Game On
SILVER WINNER 2022	Nestlé	Hoorah Digital SA	Nestlé Belly Bestie
BRONZE WINNER 2022	Cape Town Tourism		Find Your Freedom
Best Community Engagement Award			
GOLD WINNER 2022	Mondelez International	Ogilvy	In Our Own Words
GOLD WINNER 2022	AB InBev	Ogilvy	Carling Black Label. Carling Cup. Your Game. Your Way
SILVER WINNER 2022	Absa	Grid Worldwide and Carat	The IntARview
SILVER WINNER 2022	Kimberly Clark	Ogilvy	Change The Tune
BRONZE WINNER 2022	AB InBev	Promise Group	Castle Lite Lulu
Excellence in Content Marketing - Sponsored by Futuretech			
GOLD WINNER 2022	Volkswagen SA	Ogilvy	Game On

GOLD WINNER 2022	Nedbank	Levergy	Tasting Notes: A Story of Sound and Wine
SILVER WINNER 2022	Old Mutual Corporate	John Brown Media South Africa	Nine Yards Omnichannel Campaign
BRONZE WINNER 2022	Karan Beef	Fenix Marketing Solutions and Mindpool Productions	Making The Cut
Best Online PR Campaign			
GOLD WINNER 2022	Hi-Tec	Hoorah Digital SA	Hi-Tec FreedomShared
SILVER WINNER 2022	AB InBev	Ogilvy	Carling Black Label. #NOEXCUSE Bride Armour
BRONZE WINNER 2022	Nedbank	Levergy	Tasting Notes: A Story of Sound and Wine
Best Integrated Marketing Campaign			
GOLD WINNER 2022	AB InBev	Ogilvy	Carling Black Label. #NOEXCUSE Bride Armour
SILVER WINNER 2022	Savanna Cider	Grey/ WPP Liquid	SAVANNA#TWMRRASHADE
SILVER WINNER 2022	Volkswagen SA	Ogilvy	Game On
BRONZE WINNER 2022	Vodacom	VMLY&R South Africa	Unlock Summer
Most Viral Campaign - Sponsored by Futuretech			
GOLD WINNER 2022	Volkswagen SA	Ogilvy	Game On
SILVER WINNER 2022	Brand Inc.	The Have You Heard Group	Toyota Thumbderdome
SILVER WINNER 2022	Savanna Cider	Grey/ WPP Liquid	THE PEOPLE VS SAVANNA CIDER
BRONZE WINNER 2022	Cape Town Tourism		Find Your Freedom
Best Use of Social Media to Research and Evaluate - Sponsored by Wunderman Thompson			
GOLD WINNER 2022	Vodacom	VMLY&R South Africa	Content for the people
SILVER WINNER 2022	UCOOK	Machine	Xhosa-fying Halloween
Best Influencer Marketing Campaign			
GOLD WINNER 2022	Dorito's	Machine	Flamin' Hot Duets
SILVER WINNER 2022	Mondelez International	Ogilvy	In Our Own Words
BRONZE WINNER 2022	DStv	Ogilvy	Box Office - Every Day is Halloween
BRONZE WINNER 2022	KFC South Africa	Fresh AF	KFC Treats Ziphathe Grand

Agency Awards

Best Augmented Reality Marketing Campaign by an Agency			
GOLD WINNER 2022	Hoorah Digital SA	Hi-Tec	Hi-Tec FreedomShared
SILVER WINNER 2022	Grid Worldwide and Carat	Absa	The IntARiew
SILVER WINNER 2022	Mann Made	Jacaranda FM	Mzansi Quest 2021
BRONZE WINNER 2022	Oliver Marketing (Ustudio)	Unilever Food Solutions	Unilever Food Solutions AR Experience
Best Use of Technical Innovation by an Agency			
GOLD WINNER 2022	Ogilvy	Volkswagen SA	Game On
GOLD WINNER 2022	The Have You Heard Group	inBroadcasting	Sportscene Radio
SILVER WINNER 2022	Grid Worldwide and Carat	Absa	The IntARiew
BRONZE WINNER 2022	Promise Group	AB InBev	Castle Lite Lulu
Most Innovative App Developed by an Agency			
SILVER WINNER 2022	Hoorah Digital SA	Nestlé	Nestlé Belly Bestie
Most Viral Campaign by an Agency			
GOLD WINNER 2022	Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler
SILVER WINNER 2022	Fresh AF	KFC South Africa	KFC Treats Ziphathe Grand
SILVER WINNER 2022	Promise Group	AB InBev	Castle Lite Lulu
BRONZE WINNER 2022	W.Agency	Woolworths SA	Celebrate Moments That Matter
Most Innovative Social and Digital Media by a Small Agency			
GOLD WINNER 2022	Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler
SILVER WINNER 2022	Hellosquare	Tiger Brands	KOO - Only One
SILVER WINNER 2022	So Interactive	Pernod Ricard	Phakamisa iSpirit
BRONZE WINNER 2022	Fenix Marketing Solutions and Mindpool Productions	Karan Beef	Making The Cut
Most Innovative Social and Digital Media by a Large Agency			
GOLD WINNER 2022	Ogilvy	Mondelez International	In Our Own Words
GOLD WINNER 2022	Ogilvy	DStv	Box Office - Every Day is Halloween
SILVER WINNER 2022	Ogilvy	Volkswagen SA	Game On
BRONZE WINNER 2022	Flume Digital Marketing & PR	Woolworths	Valentines Day 2022
Best Influencer Marketing Campaign by an Agency			

GOLD WINNER 2022	Hoorah Digital SA	Hi-Tec	Hi-Tec FreedomShared
SILVER WINNER 2022	Hoorah Digital SA	Bain's	Bain's Symphony
SILVER WINNER 2022	Ogilvy	DStv	Box Office - Every Day is Halloween
BRONZE WINNER 2022	Machine	UCOOK	Xhosa-fying Halloween
Best Integrated Marketing Campaign by an Agency			
GOLD WINNER 2022	So Interactive	Pernod Ricard	Phakamisa iSpirit
SILVER WINNER 2022	Ogilvy	Mondelez International	In Our Own Words
BRONZE WINNER 2022	Ogilvy	AB InBev	Carling Black Label. Carling Cup. Your Game. Your Way
Blogging Excellence by an Agency			
GOLD WINNER 2022	Vodacom	New Media	Vodacom now! blog
SILVER WINNER 2022	Sanlam	Machine	Sanlam Reality-Wealth Sense
BRONZE WINNER 2022	Flexability	Flow Communications	Flexability – #MyAbility

Online Media & Tools Awards

Best Intranet			
BRONZE WINNER 2022	Famous Brands	Sauce Advertising	Local Store Marketing System
Best Corporate Website			
GOLD WINNER 2022	Nedbank	Levergy	Tasting Notes: A Story of Sound and Wine
SILVER WINNER 2022	KultraLab	Clockwork Media	
Best Marketing Automation Campaign			
GOLD WINNER 2022	Rentokil	Spitfire Inbound	MRUSKILLER™ Air Purification Campaign
GOLD WINNER 2022	Suzuki SA	Penquin and Spitfire Inbound	Auto-mation drives success
GOLD WINNER 2022	Telkom SA	Wunderman Thompson SA	Telkom Summer Campaign 2021
SILVER WINNER 2022	Heineken	Futuretech Media and Dentsu Redstar	Truecommerce
Best Online Newsletter			
SILVER WINNER 2022	Vodacom	New Media	Vodacom now! newsletter
BRONZE WINNER 2022	Desmond & Leah Tutu Legacy Foundation	Flow Communications	Foundation Newsletter
Best Use of Podcast/Vlog to Promote a Brand or Event - Sponsored by Futuretech			
GOLD WINNER 2022	Showmax		Devilsdorp
SILVER WINNER 2022	CliffCentral.com	BMW South Africa	BMW ix - Drive Tomorrow, Today
SILVER WINNER 2022	Volkswagen South Africa	Ultimate Media	Know Your Power brought to you by VW Amarok
Best Online Magazine/Newspaper - Sponsored by Futuretech			
SILVER WINNER 2022	Sanlam	Machine	Sanlam Internal magazine - Engage
BRONZE WINNER 2022	Sanlam	Machine	Sanlam Internal magazine - Connect

Special Awards

The New Generation Top Graphic Designer of the Year Award	Andrew Mkandla	Wunderman Thompson SA	
The New Generation Digital Brand of the Year Award	Volkswagen SA	Ogilvy	Polo Game On
The New Generation Social Wiz of the Year Award	Tshidi Phali	Havas International	
The New Generation Best Agency Community Engagement Manager of the Year Award	Phumudzo Tshiovhe	Levergy	
The New Generation UX/ UI Designer of the Year Award	Jay-Jay Prinsloo	Ogilvy	
The New Generation Best Customer Experience (CX) of the Year Award - Sponsored by Futuretech	Standard Bank	Shyft	
The New Generation Online Strategy of the Year Award	Carling Black Label	Ogilvy	Carling Black Label - Carling Cup
The New Generation Small Agency of the Year Award	Hellosquare		
The New Generation Medium - Large Agency of the Year Award	Ogilvy		
The New Generation Overall Social & Digital Corporate of the Year Award - Sponsored by Wunderman Thompson	Volkswagen SA	Ogilvy	

Student Awards

The New Generation Overall Student of the Year Award	Stellenbosch Academy of Design & Photography	Cheyenne Miller	ERACISM
The New Generation Overall Student Group of the Year Award	The AAA School of Advertising	Western Cape Blood Service	New Season, New Life
The New Generation Overall Student Group of the Year Award	University of Johannesburg	WeSpekboom	WeSpekboom

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