

# The New Generation Awards winners revealed

The 11th Annual instalment of The New Generation Social and Digital Media Awards winners have been announced.



The awards were held last week. Source: Supplied.

The event, which was held last week in Sandton, Johannesburg, was attended by SA's top industry leaders.

Stephen Paxton, founder of the awards says: "That we saw 400 combined entries submitted this year from a total of 80 corporates, agencies, and individuals; is a testament to South Africa's continued growth within the digital and online tech sectors.

There was a greater focus on influencer marketing and content-driven campaigns to target audiences and promote brands; with teams becoming more technically minded resulting in smarter strategies across multiple platforms. The use of clever content drove exciting conversations with high engagement among the communities. The results achieved across several campaigns have been phenomenal."



Thabiso Bapela was the MC. Source: Supplied.

### Overall awards

AAA School of Advertising took the top spot in the Overall Student Group of the Year award, Dipuo Tshoagong from Wunderman Thompson, won Best Community Manager of the Year, MJ Khan from Sasol scooping Digital Marketer of the Year, NightVision by Dentsu taking Online Strategy of the Year, Nando’s SA by VMLY&R won the Digital Brand of the Year, The Digital Plug won Small Agency of the Year and VMLY&R took top honors as the Med-Large Agency of the Year, with Nando’s

SA by VMLY&R bagging the Overall Social & Digital Corporate of the Year.

### Winners

| CORPORATE CATEGORIES:                               |                      |                                                               |                                          |
|-----------------------------------------------------|----------------------|---------------------------------------------------------------|------------------------------------------|
| Best Revenue Generating Marketing Campaign or Event |                      |                                                               |                                          |
| GOLD WINNER 2023                                    | Nando's SA           | VMLY&R South Africa                                           | Nando's Bright Sides                     |
| GOLD WINNER 2023                                    | Paramount            | 8909                                                          | The Monetisation Project                 |
| SILVER WINNER 2023                                  | KFC                  | Playmakers Sponsorship, Ogilvy, Mindshare, Hearts and Science | KFC Fryhard Fans Fueled by KFC Delivery+ |
| BRONZE WINNER 2023                                  | Vodacom              | VMLY&R South Africa                                           | Unlock Your Summer                       |
| BRONZE WINNER 2023                                  | Bonitas Medical Fund | Addlick Africa                                                | Bonitas Price Freeze Campaign            |
| Best Social Media Reach from an Event/Activation    |                      |                                                               |                                          |
| GOLD WINNER 2023                                    | ICC                  | Levergy                                                       | ICC Women's T20 World Cup 2023           |
| SILVER WINNER 2023                                  | SuperSport           | Playmakers Sponsorship & FuturePlay                           | Sounds of the World Cup                  |
| BRONZE WINNER 2023                                  | SuperSport           | Levergy                                                       | SuperSport 2023 FIFA World Cup           |
| BRONZE WINNER 2023                                  | AB InBev Africa      | Corona                                                        | Corona Sunsets Festival World Tour       |
| Best Online Competition                             |                      |                                                               |                                          |

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|--------------------------------------------------------|-------------------------------|---------------------------------------|---------------------------------------|
| GOLD WINNER<br>2023                                    | The Coca-Cola Company         | Wunderman Thompson South Africa       | #WhatTheFanta Flavour Search          |
| SILVER WINNER<br>2023                                  | Mr Price                      |                                       | #MrPriceEverydayViral TikTok Campaign |
| BRONZE WINNER<br>2023                                  | AMSTEL                        | Kasinomics & Mobitainment             | AMSTEL THE ENTREPRENEUR               |
| <b>Most Innovative App Developed by a Corporate</b>    |                               |                                       |                                       |
| GOLD WINNER<br>2023                                    | Shyft                         | Standard Bank South Africa            |                                       |
| SILVER WINNER<br>2023                                  | Daily Maverick                | Flow Communications                   | The Gathering                         |
| BRONZE WINNER<br>2023                                  | CarSpa AutoWash               | Flow Communications                   | CarSpa AI Loyalty Campaign            |
| <b>Best Use of Technical Innovation</b>                |                               |                                       |                                       |
| GOLD WINNER<br>2023                                    | Trophy Stout                  | Dentsu Creative                       | Trophy Reclaim your DNA               |
| SILVER WINNER<br>2023                                  | Nando's SA                    | VMLY&R South Africa                   | Nando's Bright Sides                  |
| BRONZE WINNER<br>2023                                  | DStv (MultiChoice)            | Helm                                  | DStv Assist                           |
| BRONZE WINNER<br>2023                                  | Absa Home Loans               | Dentsu                                | Loadshedding Solutions (NightVision)  |
| BRONZE WINNER<br>2023                                  | Absa                          | Lumico                                | Absa Nampo VR                         |
| <b>Best Low Budget Campaign</b>                        |                               |                                       |                                       |
| GOLD WINNER<br>2023                                    | Paramount                     | 8909                                  | The Monetisation Project              |
| SILVER WINNER<br>2023                                  | Jacaranda FM                  |                                       | Safe Space                            |
| BRONZE WINNER<br>2023                                  | CarSpa AutoWash               | Flow Communications                   | CarSpa AI Loyalty Campaign            |
| BRONZE WINNER<br>2023                                  | Burger King                   | Grey Advertising Africa               | #KINGSIZE BUDGET SPEECH               |
| <b>Mobile Marketing Excellence</b>                     |                               |                                       |                                       |
| GOLD WINNER<br>2023                                    | Vodacom                       | VMLY&R South Africa                   | Hearing Challenge                     |
| SILVER WINNER<br>2023                                  | Nando's SA                    | VMLY&R South Africa                   | Nando's Bright Sides                  |
| BRONZE WINNER<br>2023                                  | Standard Bank South Africa    | Mindshare, M&C Saatchi Abel, 2Stories | Shyft Global Money App                |
| BRONZE WINNER<br>2023                                  | AMSTEL                        | Kasinomics & Mobitainment             | AMSTEL THE ENTREPRENEUR               |
| <b>Blogging Excellence</b>                             |                               |                                       |                                       |
| GOLD WINNER<br>2023                                    | Women Presidents Organization | Flow Communications                   | Grow WPO Campaign                     |
| SILVER WINNER<br>2023                                  | Sandton Central               | FGX Studios                           |                                       |
| BRONZE WINNER<br>2023                                  | Sanlam                        | Machine                               | Sanlam Reality - Wealth Sense Blog    |
| <b>Most Innovative Use of Social and Digital Media</b> |                               |                                       |                                       |
| GOLD WINNER<br>2023                                    | Paramount                     | 8909                                  | The Monetisation Project              |
| SILVER WINNER<br>2023                                  | Nando's SA                    | VMLY&R South Africa                   | Nando's Bright Sides                  |
| BRONZE WINNER<br>2023                                  | Mr Price                      |                                       | #MrPriceEverydayViral TikTok Campaign |
| BRONZE WINNER<br>2023                                  | Vodacom                       | VMLY&R South Africa                   | Hearing Challenge                     |
| <b>Most Innovative Gamification Campaign</b>           |                               |                                       |                                       |
| GOLD WINNER<br>2023                                    | Xbox - Microsoft              | Clockwork                             | Wakanda Forever                       |
| SILVER WINNER<br>2023                                  | Xbox - Microsoft              | Clockwork                             | Hogwarts Legacy                       |

|                                                          |                           |                                                               |                                             |
|----------------------------------------------------------|---------------------------|---------------------------------------------------------------|---------------------------------------------|
| BRONZE WINNER<br>2023                                    | Himalaya                  | Rookdigital                                                   |                                             |
| <b>Best Community Engagement Award</b>                   |                           |                                                               |                                             |
| GOLD WINNER<br>2023                                      | AMSTEL                    | Kasinomics & Mobitainment                                     | AMSTEL THE ENTREPRENEUR                     |
| GOLD WINNER<br>2023                                      | Bain's Whisky             | Hoorah Digital                                                | Pata Pata Reimagined                        |
| SILVER WINNER<br>2023                                    | Vodacom                   | VMLY&R South Africa                                           | Hearing Challenge                           |
| SILVER WINNER<br>2023                                    | Xbox - Microsoft          | Clockwork                                                     | Wakanda Forever                             |
| BRONZE WINNER<br>2023                                    | Unilever                  | Oliver Marketing (Ustudio)                                    | Dove Men+Care Try A Little Care             |
| <b>Excellence in Content Marketing</b>                   |                           |                                                               |                                             |
| GOLD WINNER<br>2023                                      | Paramount                 | 8909                                                          | The Monetisation Project                    |
| SILVER WINNER<br>2023                                    | Nando's SA                | VMLY&R South Africa                                           | Nando's Bright Sides                        |
| SILVER WINNER<br>2023                                    | SA Tourism                | Wunderman Thompson South Africa                               | #XbelaniMoves                               |
| BRONZE WINNER<br>2023                                    | DStv                      | Duma Collective                                               | MultiChoice - Origins                       |
| BRONZE WINNER<br>2023                                    | Toyota Gaming Engine      | HaveYouHeard Group                                            | TTGE Survive to Drive                       |
| <b>Best Online PR Campaign</b>                           |                           |                                                               |                                             |
| GOLD WINNER<br>2023                                      | Nivea                     | DNA Brand Architects                                          | #ForYourShadeOfBeautiful                    |
| SILVER WINNER<br>2023                                    | Nedbank                   | Levergy                                                       | #NedbankRunified for Mental Health          |
| SILVER WINNER<br>2023                                    | Nelson Mandela Foundation | Flow Communications                                           | 20th Nelson Mandela Annual Lecture          |
| BRONZE WINNER<br>2023                                    | AACL                      | The Hardy Boys – a Wunderman Thompson Company                 | Senior Pawfessionals                        |
| BRONZE WINNER<br>2023                                    | Unilever                  | Oliver Marketing (Ustudio)                                    | Dove Men+Care Try A Little Care             |
| BRONZE WINNER<br>2023                                    | Jameson                   | Rapt Creative                                                 | Jameson Select Reserve Select Supper Circle |
| <b>Best Integrated Marketing Campaign</b>                |                           |                                                               |                                             |
| GOLD WINNER<br>2023                                      | Trophy Stout              | Dentsu Creative                                               | Trophy Reclaim your DNA                     |
| GOLD WINNER<br>2023                                      | Stimorol                  | Saatchi & Saatchi                                             | Stimorol Flow.Lab                           |
| SILVER WINNER<br>2023                                    | ICC                       | Levergy                                                       | ICC Women's T20 World Cup 2023              |
| BRONZE WINNER<br>2023                                    | KFC                       | Playmakers Sponsorship, Ogilvy, Mindshare, Hearts and Science | KFC Fryhard Fans Fueled by KFC Delivery+    |
| <b>Most Viral Campaign</b>                               |                           |                                                               |                                             |
| GOLD WINNER<br>2023                                      | SA Tourism                | Wunderman Thompson South Africa                               | #XbelaniMoves                               |
| GOLD WINNER<br>2023                                      | P&G                       | EssenceMediaCom                                               | Gillette-Indoda Can Shave                   |
| SILVER WINNER<br>2023                                    | SuperSport                | Playmakers Sponsorship & FuturePlay                           | Sounds of the World Cup                     |
| SILVER WINNER<br>2023                                    | Mr Price                  |                                                               | Mr Price Value Campaign                     |
| BRONZE WINNER<br>2023                                    | Nando's SA                | VMLY&R South Africa                                           | Voice of The People                         |
| <b>Best Use of Social Media to Research and Evaluate</b> |                           |                                                               |                                             |
| GOLD WINNER<br>2023                                      | Paramount                 | 8909                                                          | The Monetisation Project                    |
| <b>Best Influencer Marketing Campaign</b>                |                           |                                                               |                                             |
| GOLD WINNER<br>2023                                      | Nedbank                   | Levergy                                                       | Nedbank YouthX                              |

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|-----------------------------------------------------------------------|-------------------------------------------------------|-------------------------------------|-------------------------------------------|
| SILVER WINNER<br>2023                                                 | SuperSport                                            | Playmakers Sponsorship & FuturePlay | Sounds of the World Cup                   |
| BRONZE WINNER<br>2023                                                 | Mr Price                                              |                                     | #MrPriceEverydayViral TikTok Campaign     |
| <b>Best Use of AI in Marketing Campaign Award</b>                     |                                                       |                                     |                                           |
| BRONZE WINNER<br>2023                                                 | DStv (MultiChoice)                                    | Helm                                | DStv Assist                               |
| <b>AGENCY CATEGORIES:</b>                                             |                                                       |                                     |                                           |
| <b>Best Augmented Reality Marketing Campaign by an Agency</b>         |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | Dentsu Creative                                       | Trophy Stout                        | Trophy Reclaim your DNA                   |
| SILVER WINNER<br>2023                                                 | Dentsu Performance                                    | Absa                                | Absa Abby Virtual Assistant               |
| BRONZE WINNER<br>2023                                                 | Zenith Media                                          | Disney                              | Disney+ Winter Campaign                   |
| <b>Best Use of Technical Innovation by an Agency</b>                  |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | Hoorah Digital                                        | Bain's Whisky                       | Pata Pata Reimagined                      |
| SILVER WINNER<br>2023                                                 | Grey Advertising Africa                               | Savanna                             | Savanna Gugu                              |
| BRONZE WINNER<br>2023                                                 | Grey Advertising Africa                               | Savanna                             | Savanna Dry Goods                         |
| <b>Most Innovative App Developed by an Agency</b>                     |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | Flow Communications                                   | Daily Maverick                      | The Gathering                             |
| GOLD WINNER<br>2023                                                   | Kilmer & Cruise                                       | Hill's Pet Nutrition                | Hill's Pet Matchmaker                     |
| SILVER WINNER<br>2023                                                 | Byte Orbit                                            | Standard Bank South Africa          | Shyft                                     |
| <b>Most Viral Campaign by an Agency</b>                               |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | Dentsu Creative                                       | Trophy Stout                        | Trophy Reclaim your DNA                   |
| SILVER WINNER<br>2023                                                 | Wunderman Thompson South Africa                       | Nestlé                              | How do you eat a Kit Kat?                 |
| BRONZE WINNER<br>2023                                                 | Woolworths W Agency                                   | Woolworths                          | WRewards Get a card. Get the wow          |
| BRONZE WINNER<br>2023                                                 | Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork | Standard Bank South Africa          | 10% Millionaires                          |
| <b>Most Innovative Social and Digital Media by a Small Agency</b>     |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | Hellosquare                                           | KOO                                 | Emoji Eats                                |
| SILVER WINNER<br>2023                                                 | Stratitute                                            | Chas Everitt                        | CHAS EVERITT GO                           |
| BRONZE WINNER<br>2023                                                 | The Digital Plug                                      | Hollard                             | #Amabreadwinner Phase 2                   |
| <b>Most Innovative Social and Digital Media by a Med-Large Agency</b> |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | VMLY&R South Africa                                   | Nando's SA                          | Nando's Bright Sides                      |
| SILVER WINNER<br>2023                                                 | Wunderman Thompson South Africa                       | The Coca-Cola Company               | #WhatTheFanta Flavour Search              |
| BRONZE WINNER<br>2023                                                 | Dentsu Creative and Carat                             | NIVEA                               | Wear Your Skin With Pride                 |
| <b>Best Influencer Marketing Campaign by an Agency</b>                |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | Playmakers Sponsorship & FuturePlay                   | SuperSport                          | Sounds of the World Cup                   |
| SILVER WINNER<br>2023                                                 | Wunderman Thompson South Africa                       | Nestlé                              | How do you eat a Kit Kat?                 |
| BRONZE WINNER<br>2023                                                 | Machine                                               | Spotify                             | Ons Praat Nie Afrikaans Nie, Ons Sing Dit |
| <b>Best Integrated Marketing Campaign by an Agency</b>                |                                                       |                                     |                                           |
| GOLD WINNER<br>2023                                                   | Levergy                                               | ICC                                 | ICC Women's T20 World Cup 2023            |



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|-------------------------------------------------------------------|-------------------------------------|---------------------------------|----------------------------------------|
| SILVER WINNER<br>2023                                             | Playmakers Sponsorship & FuturePlay | SuperSport                      | Africa XI                              |
| SILVER WINNER<br>2023                                             | Wunderman Thompson South Africa     | The Coca-Cola Company           | #WhatTheFanta Flavour Search           |
| BRONZE WINNER<br>2023                                             | Hoorah Digital                      | Bain's Whisky                   | Pata Pata Reimagined                   |
| <b>Blogging Excellence by an Agency</b>                           |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | New Media                           | Vodacom                         | Vodacom now! blog                      |
| SILVER WINNER<br>2023                                             | Flow Communications                 | Women Presidents Organization   | Grow WPO Campaign                      |
| <b>Best Use of AI in Marketing Campaign Award by an Agency</b>    |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | Grey Advertising Africa             | Savanna                         | Savanna Gugu                           |
| SILVER WINNER<br>2023                                             | Zenith Media                        | VISA                            | VISAP2P                                |
| BRONZE WINNER<br>2023                                             | Flow Communications                 | CarSpa AutoWash                 | CarSpa AI Loyalty Campaign             |
| <b>ONLINE MEDIA &amp; TOOLS CATEGORIES:</b>                       |                                     |                                 |                                        |
| <b>Best Intranet</b>                                              |                                     |                                 |                                        |
| BRONZE WINNER<br>2023                                             | PLP Group                           | Stratitude                      | PLP UNIVERSE                           |
| <b>Best Corporate Website</b>                                     |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | Two Oceans Aquarium                 | Flow Communications             | Two Oceans Aquarium Website            |
| SILVER WINNER<br>2023                                             | Bain's Whisky                       | Hoorah Digital                  | Bain's Cocktail Studio                 |
| <b>Best Marketing Automation Campaign</b>                         |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | Sanlam                              | Machine                         | Sanlam Reality Open Market Acquisition |
| SILVER WINNER<br>2023                                             | CarSpa AutoWash                     | Flow Communications             | CarSpa AI Loyalty Campaign             |
| BRONZE WINNER<br>2023                                             | ROAR AFRICA                         | 2Stories                        | The Greatest Safari on Earth           |
| <b>Best Online Newsletter</b>                                     |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | DARE!                               | Havas South Africa              | Dare #8 Mind Your Language             |
| SILVER WINNER<br>2023                                             | Good Work Foundation                | Flow Communications             | Reimagine Education newsletter         |
| BRONZE WINNER<br>2023                                             | Sanlam                              | Machine                         | Sanlam Retail Mass                     |
| <b>Best Use of Podcast/Vlog to Promote a Brand or Event</b>       |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | Jacaranda FM                        | True Crime South Africa         | Die Afrikaanse weergawe                |
| SILVER WINNER<br>2023                                             | MultiChoice Group                   |                                 | kykNET Podcast                         |
| SILVER WINNER<br>2023                                             | Nestlé                              | Wunderman Thompson South Africa | How do you eat a Kit Kat?              |
| BRONZE WINNER<br>2023                                             | LegalWise                           | The Digital Plug                | Youth Month Campaign                   |
| BRONZE WINNER<br>2023                                             | Markets.com                         | CliffCentral.com                | Markets Mondays                        |
| <b>Best Online Magazine/Newspaper</b>                             |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | Nutun Digital Business Services     | Machine                         | From TCR Ngage to Nutun Ngage          |
| SILVER WINNER<br>2023                                             | Sanlam                              | Machine                         | Sanlam Connect                         |
| BRONZE WINNER<br>2023                                             | Corruption Watch                    | Clockwork                       |                                        |
| <b>STUDENT CATEGORY</b>                                           |                                     |                                 |                                        |
| <b>The New Generation Overall Student Group of the Year Award</b> |                                     |                                 |                                        |
| GOLD WINNER<br>2023                                               | AAA School of Advertising           |                                 | Ladies of Love                         |

| MAIN OVERALL AWARD CATEGORIES:                                                |                     |                                 |                 |
|-------------------------------------------------------------------------------|---------------------|---------------------------------|-----------------|
| The New Generation Best Agency Community Engagement Manager of the Year Award |                     |                                 |                 |
| GOLD WINNER 2023                                                              | Dipuo Tshoagong     | Wunderman Thompson South Africa |                 |
| The New Generation Digital Marketer of the Year Award                         |                     |                                 |                 |
| GOLD WINNER 2023                                                              | MJ Khan             | Sasol                           |                 |
| The New Generation Online Strategy of the Year Award                          |                     |                                 |                 |
| GOLD WINNER 2023                                                              | NightVision         | Dentsu                          | AdTech Solution |
| The New Generation Digital Brand of the Year Award                            |                     |                                 |                 |
| GOLD WINNER 2023                                                              | Nando's SA          | VMLY&R South Africa             |                 |
| The New Generation Small Agency of the Year Award                             |                     |                                 |                 |
| GOLD WINNER 2023                                                              | The Digital Plug    |                                 |                 |
| The New Generation Med-Large Agency of the Year Award                         |                     |                                 |                 |
| GOLD WINNER 2023                                                              | VMLY&R South Africa |                                 |                 |
| The New Generation Overall Social & Digital Corporate of the Year Award       |                     |                                 |                 |
| GOLD WINNER 2023                                                              | Nando's SA          | VMLY&R South Africa             |                 |

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