

# 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	Addick 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			

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

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

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



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