

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, Mndshare, Hearts and Science	KFC Fryhard Fans Fueled by KFC Delivery+		
BRONZE WINNER 2023		VMLY&R South Africa	Unlock Your Summer		
BRONZE WINNER 2023	Bonitas Medical Fund	Addick Africa	Bonitas Price Freeze Campaign		
Best Social Med	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 2023	The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
SILVER WINNER 2023	Mr Price		#MrPriceEverydayMral TikTok Campaign
BRONZE WINNER 2023	AVSTEL	Kasinomics & Mobitainment	AMSTEL THE ENTREPRENEUR
Most Innovative	App Developed by a Corporate		
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 Al Loyalty Campaign
Best Use of Tech	nical Innovation		
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	Aosa Home Loans	Dentsu	Loadshedding Solutions (NightVision)
BRONZE WINNER 2023	Absa	Lumico	Absa Nampo VR
Best Low Budge	t Campaign		
GOLD WINNER 2023	Paramount	8909	The Monetisation Project
SILVER WINNER 2023	Jacaranda FM		Safe Space
BRONZE WINNER 2023	CarSpa AutoWash	Flow Communications	CarSpa Al Loyalty Campaign
BRONZE WINNER 2023	Burger King	Grey Advertising Africa	#KINGSIZE BUDGET SPEECH
Mobile Marketing	g Excellence		
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	Mndshare, M&C Saatchi Abel, 2Stories	Shyft Global Money App
BRONZE WINNER 2023	AMSTEL	Kasinomics & Mobitainment	AVISTEL THE ENTREPRENEUR
Blogging Excelle	ence		
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
Most Innovative	Use of Social and Digital Media		
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	INT Price		#MrPriceEverydayViral TikTok Campaign
BRONZE WINNER 2023	Vodacom	VMLY&R South Africa	Hearing Challenge
Most Innovative	Gamification Campaign		
GOLD WINNER 2023	Xbox - Mcrosoft	Clockwork	Wakanda Forever
SILVER WINNER 2023	Xbox - Mcrosoft	Clockwork	Hogwarts Legacy

BRONZE WINNER 2023	Himalaya	Rookdigital	
Best Community	Engagement Award		
GOLD WINNER 2023	AVISTEL	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 - Mcrosoft	Clockwork	Wakanda Forever
BRONZE WINNER 2023	Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Excellence in Co	ontent Marketing		
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	SATourism	Wunderman Thompson South Africa	#XibelaniMoves
BRONZE WINNER 2023	DStV	Duma Collective	MultiChoice - Origins
BRONZE WINNER 2023	Toyota Gaming Engine	HaveYouHeard Group	TTGE Survive to Drive
Best Online PR	Campaign		
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
Best Integrated I	Marketing Campaign		
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, Mndshare, Hearts and Science	KFC Fryhard Fans Fueled by KFC Delivery+
Most Viral Camp	aign		
GOLD WINNER 2023	SATourism	Wunderman Thompson South Africa	#XibelaniMoves
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
Best Use of Social Media to Research and Evaluate			
GOLD WINNER 2023	Paramount	8909	The Monetisation Project
Best Influencer Marketing Campaign			
GOLD WINNER 2023	Nedbank	Levergy	Nedbank YouthX
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SILVER WINNER 2023	SuperSport	Playmakers Sponsorship & FuturePlay	Sounds of the World Cup
BRONZE WINNER 2023	Mr Price		#MrPriceEverydayViral TikTok Campaign
Best Use of Al in	Marketing Campaign Award		
BRONZE WINNER 2023	DStv (MultiChoice)	Helm	DStv Assist
AGENCY CATEGO			
	Reality Marketing Campaign by an Agen	cy _	
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
Best Use of Tech	nical Innovation by an Agency		
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
Most Innovative	App Developed by an Agency		
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
Most Viral Camp	aign by an Agency		
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
Most Innovative	Social and Digital Media by a Small Ager	ncy	
GOLD WINNER 2023	Hellosquare	КОО	Emoji Eats
SILVER WINNER 2023	Stratitude	Chas Everitt	CHAS EVERITT GO
BRONZE WINNER 2023	The Digital Plug	Hollard	#Amabreadwinner Phase 2
	Social and Digital Media by a Med-Large	Agency	
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
Best Influencer I	Marketing Campaign by an Agency		
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
Best Integrated I	Marketing Campaign by an Agency		
GOLD WINNER 2023	Levergy	ICC	ICC Women's T20 World Cup 2023
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Flow Communications Reimagine Education newsletter		DARE!	Havas South Africa	Dare #8 Mind Your Language	
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Jacaranda FM ITUe Crime South Africa Die Afrikaanse weergawe SILVER WINNER 2023 KykNET Podcast SILVER WINNER Nestlé Wunderman Thompson South Africa How do you eat a Kit Kat? BRONZE WINNER LegalWise The Digital Plug Youth Month Campaign BRONZE WINNER Markets.com CliffCentral.com Markets Mondays Best Online Magazine/Newspaper GOLD WINNER OLD WINNER Sanlam Machine From TCR Ngage to Nutun Ngage SILVER WINNER Sanlam Machine Sanlam Connect BRONZE WINNER Corruption Watch Clockwork STUDENT CATEGORY The New Generation Overall Student Group of the Year Award GOLD WINNER Ladles of Love.	Best Use of Pode	cast/Vlog to Promote a Brand or Event			
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PRONZE WINNER LegalWise The Digital Plug Youth Month Campaign BRONZE WINNER LegalWise The Digital Plug Youth Month Campaign BRONZE WINNER Markets.com CliffCentral.com Markets Mondays Best Online Magazine/Newspaper 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 STUDENT CATEGORY The New Generation Overall Student Group of the Year Award GOLD WINNER AAA School of Advertising Legiles of Love.	_	MultiChoice Group		kykNET Podcast	
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Best Online Magazine/Newspaper GOLD WINNER 2023 SILVER WINNER 2023 Sanlam Machine Machine From TCR Ngage to Nutun Ngage Sanlam Machine Sanlam Connect Clockwork STUDENT CATEGORY The New Generation Overall Student Group of the Year Award GOLD WINNER AAA School of Advertising		LegalWise	The Digital Plug	Youth Month Campaign	
GOLD WINNER 2023 Nutun Digital Business Services Machine From TCR Ngage to Nutun Ngage Sanlam Machine Sanlam Connect BRONZE WINNER 2023 Corruption Watch Clockwork STUDENT CATEGORY The New Generation Overall Student Group of the Year Award GOLD WINNER AAA School of Advertising		Markets.com	CliffCentral.com	Markets Mondays	
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AAA School of Advertising		ation Overall Student Group of the Year A	ward		
		AAA School of Advertising		Ladles of Love	

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