

# Arc Interactive goes for gold at the New Generation Awards

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[Arc Interactive](#) secured its first award wins at The New Generation Awards for Best App Developed By An Agency (Dis-Chem) as well as Most Innovative Social Media Campaign by a small agency (HIVSA).



*New Generation Awards won by Arc Interactive*

This year's New Generation Digital and Social Media awards took place on 28 September 2017 and saw Arc Interactive leave a mark with two gold awards in the categories Most Innovative Social Media Campaign by a Small Agency for their work with HIVSA; as well as Best App Developed by an Agency for the Dis-Chem app. These wins are significant for the five-year-old agency as they speak directly to their mission to create enhanced digital experiences.

## Award-winning work

**Client:** HIVSA

**Project:** Choma Social Media Campaign

Choma, an initiative by HIVSA, is an interactive digital mobile magazine that engages a community of over 78,000 young women and adolescents. The success of the campaign has landed Arc with a gold award in the category for most innovative social media campaign by a small agency.



*Accepting the award for Most Innovative Social Media Award (HIVSA)*

**Client:** Dis-Chem

**Project:** [Dis-Chem App](#)

The app presents a range of features, such as applying for loyalty cards, collecting script medication, finding stores, and viewing promotions, amongst many others which places the convenience of the pharmacy in the palm of consumers' hands. The app secured the gold award in the category for Best App Developed by an Agency.



*Accepting the award for Best App Developed by an Agency (Dis-Chem)*

Also worth mentioning:

Arc Interactive also worked on the new SAA app which was also nominated for the Best App Developed by an Agency award. The world class airline needed an app that would reflect its reputation for high quality service and essentially, make the customer's journey easier- which is just what was delivered in the end.

**To the future:**

Arc interactive aims to grow their footprint by not just being on-trend with digital innovation, but to have a hand in setting the tone for the future. The agency's managing partner, Luke Goller comments, "We're grateful for the recognition from New Generation as well as our clients for partnering with us on these projects. This is only the beginning and so we're excited to grow our current relationships further, build new ones and create work that contributes positively to the creative economy."

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