

New Generation Awards announces 2017 finalists

The New Generation Social & Digital Media Awards has announced this year's finalists, with a record number of entries received this year.



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“Overall, it is encouraging to see how entries have improved and increased year on year. The quality of the work submitted was very high and impressive and speaks to how the digital industry is growing in depth, strength, nuance and influence cloud,” says MD Stephen Paxton.

Winners will be announced on Thursday, 28 September 2017 at the Montecasino Ballroom.

Corporate awards

Most innovative use of social media		
Burger King	Jupiter Drawing Room	SWHopper
M-Net	Levergy	Harry Potter Pop Up Channel
M-Net	Levergy	Fast & Furious Pop Up Channel
Mango Airlines	Flow Communications	#FlyMango
SA Home Loans	Liquorice	House Rules
SuperSport	Levergy	Euro 2016
Toyota South Africa	Hellocomputer& FCB	#ToyotaLive
Unilever	Mindshare	Knorr-What's for Dinner
Unilever	Liquorice	uGive
Unilever - Knorr	Liquorice	Dinner on Demand
WebAfrica	Jupiter Drawing Room	The WebAfrica Roast

Most innovative use of digital media		
Lufthansa	Artifact	Swiss Guesstinations
P&G	Mobitainment & Brainbow Conscious Creative's	Ariel-Impossible made Possible
SAB	Joe Public	SAB Beer Finder
Unilever - Blue Band	Liquorice	Blue Band Good Breakfast Challenge

Outstanding social customer care		
LG	Clockwork Media	Mobile
Mango Airlines	Flow Communications	Mango Airlines

Blogging excellence		
Bayer Animal Health	G&G Digital	The Pawspective
Gauteng Tourism Authority	Flow Communications	Blog Content
Janssen	G&G Digital	Here4You
Nashua	G&G Digital	The Solutions Lab
Rhino Africa		Rhino Africa Blog

Mobile marketing excellence		
Lufthansa	Artifact	Swiss Guesstinations
P&G	Mobitainment & Brainbow Conscious Creative's	Ariel-Impossible made Possible
Rhino Africa		Travel Tips
Unilever	The Niche Guys	Lifebuoy- Global Handwashing Day
Unilever - Blue Band	Liquorice	Blue Band Good Breakfast Challenge

Best use of social media to research and evaluate		
African Sports Landscape Audit	Levergy	
South African Society of Anaesthesiologists	Flow Communications	Medical Survey

Best low budget campaign		
DHL	HaveYouHeard	DHL Express South Africa #KnysnaFires Campaign, in partnership with the Western Cape Government
Milky Lane	Sauce Advertising	#SwirlySmiles
Milky Lane	Sauce Advertising	#WhirlyWonder
NEXT Engage	Stratitude	My Choc Box
SAB	Joe Public	SABrew
SAB	Joe Public	SAB Beer Finder

Most viral campaign		
DHL	HaveYouHeard	DHL Express South Africa #KnysnaFires Campaign, in partnership with the Western Cape Government
Distell - Amarula	Liquorice	Name them Save Them
Pioneer Foods - Sasko	Liquorice	Sasko Lunch Time Love Letter
Tetra Pak	Arc South Africa	Milk for Change
Clicks	TPPSA	#ClicksHairConvo
Vodacom	Ogilvy & Mather	NXT LVL Soccer

Best use of technical innovation		
Lufthansa	Artifact	Swiss Guesstinations
PingMe	Flowmotion UX	PingMe GPS Devices
Rogerwilco		Wolf Content Strategy
SuperSport	Levergy	SuperSport
Vodacom	MEC South Africa	Google Shopping Ads

Best integrated marketing campaign		
Burger King	Jupiter Drawing Room	SWHopper
Chicken Licken	Joe Public	Afronaut
Chicken Licken	Joe Public	Pharaoh
Distell - Amarula	Liquorice	Name them Save Them
LG	Clockwork Media	V20
LG	Clockwork Media	Aurora
Mnt Management Technologies	The CRM Roadshow	
New Balance	Levergy	New Balance Feel the Fire
P&G	MediaCom	Gillette_MovesLikeNoOther
Pioneer Foods - Sasko	Liquorice	Sasko Lunch Time Love Letter
Rhino Africa		Art Angels
Unilever - Blue Band	Liquorice	Blue Band Good Breakfast Challenge
Vodacom	Team Red	PlayEveryday
Vodacom	Team Red	NXT LVL Soccer

Best online PR campaign

DNAlysis	G&G Digital	MygeneRX
Janssen	G&G Digital	MyADHD
Ster-Kinekor	Flow Communications	Ghostbusters Activation

Most innovative app developed by a corporate

NEXT Engage	Stratitude	Cell C GetMore
Starbucks SA		Starbucks Rewards App

Excellence in content marketing

Cape Point Explorer	Flow Communications	Cape Point Explorer Launch
Chicken Licken	Joe Public	Afronaut Campaign
Chicken Licken	Joe Public	Pharaoh
Chicken Licken	Joe Public	Afronaut Teaser Videos
City SightSeeing	Flow Communications	City Sightseeing Digital Content
Hasbro	Two AM	NerfBlaster Masters
Janssen	G&G Digital	MyADHD
NBC Universal	Clockwork Media	Universal Channel- Characters Uncovered
Reckitt Benckiser	Arc South Africa	Dettol - Back to School
SA Home Loans	Liquorice	House Rules
SAB	Joe Public	SAB Ta' Siga
Spier	Clockwork Media	#SpierMyWay
Tetra Pak	Arc South Africa	Milk for Change
Unilever	The Niche Guys	Closeup #MakeYourMove
Unilever	The Niche Guys	Unilever All Things Hair

Best use of social media in a loyalty programme/campaign

Distell - Amarula	Liquorice	Name them Save them
Next Engage	Stratitude	Cell C GetMore
Unilever - Knorr	Liquorice	Dinner on Demand

Best community engagement award

Cricket SA	Ideation Station	Cricket SA Social Media
Distell - Amarula	Liquorice	Name them Save them
Mango Airlines	Flow Communications	#iFlyMango
Nashua	G&G Digital	The Solutions Lab
Premier	G&G Digital	Snowflake
Clicks	TPPSA	#ClicksHairConvo
Unilever	The Niche Guys	Closeup #MakeYourMove

Best online competition

1st for Women	G&G Digital	#YouFirst
Bidvest McCarthy	CBR Marketing Solutions	Driving Happiness
Burger King	Jupiter Drawing Room	SVHopper
Next Engage	Stratitude	Cell C GetMore
Rhino Africa		Africa's Photographer of the Year
SAB	Joe Public	Brutal Fruit Bless Yourself
SAB	Joe Public	SAB Beer Finder
Unilever	The Niche Guys	#MakeYourMove

Most innovative gamification campaign

AutoTrader	Liquorice	COTY Drag Race
Hill's Pet Nutrition	Kilmer & Cruise	Hill's Dermo Smash
Lufthansa	Artifact	Swiss Guesstinations
Sanlam	Colourworks	Sanlam Wealthsmith™'s Quest
Ster-Kinekor	Clockwork Media	Regression

Best social media reach from an event

Audi	Levergy	Bowling Lab
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Constitutional Hill	Flow Communications	Afropunk Festival
LG	Clockwork Media	V20
Nando's	Flow Communications	Nando's Chicken Taste-off, Mozam Paprika
NBC Universal	Clockwork Media	The Search E! Host SA
Reckitt Benckiser	Arc South Africa	Dettol - Back to School

Best revenue marketing campaign/event

City SightSeeing	Flow Communications	Cape Point Explorer Launch
Coral Ladbrokes	The Media Image	Succeeding the Euro 2016
Elegant Fuel	Flow Communications	Adwords
Reckitt Benckiser	Arc South Africa	Dettol - Back to School
SA Home Loans	Liquorice	House Rules
Suzuki	PenQuin and Spitfire Inbound	Suzuki Digital Growth Campaign

Best corporate community engagement manager award

Coca-Cola	Annie Kolatsis	By Wunderman
Nashua	Martha Van Zyl	By G&G Digital

Online media and tools

Best corporate website

Afriski Mountain Resort	Gearbox Creative	Afriski Mountain Resort
Beyers Chocolates	Stratitute	
Cape Town Tourism	Fogg Experiential Design	Cape Town - Website Re-design
Cell C GetMore	Stratitute	Cell C GetMore
Janssen	G&G Digital	MyADHD
LAWtrust	Flow Communications	
Meridian Wines Merchant	Flow Communications	
SA Home Loans	Liquorice	House Rules
Square Kilometer Array South Africa	Studio Vene Design	Website – ongoing

Best intranet

Timesponge	Flow Communications
VAT IT	Flow Communications

Best online newsletter

Beyers Chocolates	Stratitute
Indwe Risk Services	Stratitute

Best marketing automation campaign

Coral Ladbrokes	The Media Image	Succeeding the Euro 2016
PNet	Joe Public	PNet - App Launch
Suzuki	PenQuin and Spitfire Inbound	Suzuki Digital Growth Campaign
Unilever - Knorr	Liquorice	Dinner on Demand

Best virtual reality marketing campaign

Lufthansa	Artifact	Swiss Guesstinations
Rhino Africa		Welcome to our world 360
Unilever	The Niche Guys	Lifebuoy- Global Handwashing Day

Special awards

The new generation social wiz award

Chame Munien	Arc South Africa
Jessica Friedman	CopperTable
Zanele Dlamini	Clockwork Media

Digital brand of the year award		
Chicken Licken	Joe Public	Chicken Licken
Nashua	G&G Digital	The Solutions Lab
P&G	MediaCom	Gillette_MovesLikeNoOther
SuperSport	Levergy	SuperSport

Online strategy of the year award		
City Sightseeing	Flow Communications	Cape Point Explorer
Distell - Amarula	Liquorice	Name them Save them
G&G Digital	Nashua	The Solutions Lab
G&G Digital	Janssen	MyADHD
Ogilvy & Mather	Vodacom	Play Everyday

The legacy award		
Distell - Amarula	Liquorice	Name them Save them
P&G	MediaCom	Ariel
Times Media Films	MediaCom	Fantastic Beasts
Unilever	The Niche Guys	Domestos

New generation overall social and digital corporate winner award	
Chicken Licken	
Coca Cola - Vitamin Water	
DHL	
Distell	
Lufthansa	
Mango Airlines	
McCarthy	
P&G	
Reckitt Benckiser	
Rhino Africa	
SA Home Loans	
SAB	
SuperSport	
Suzuki	
Tetra Pak	
Unilever	
Vodacom	

New generation overall agency award
CopperTable
Flow Communication
Joe Public
MediaCom
Ogilvy & Mather
Spitfire Inbound

Agency awards

Most Innovative Digital Campaign by a Small Agency		
Edge Digital	JSC	Judges Matter
Arc Interactive	HIVSA	Choma
Kilmer & Cruise	Hill's Pet Nutrition	Hill's Dermo Smash
Mobitainment & Brainbow Conscious Creative's	P&G	Ariel-Impossible made Possible
Platform 5 Digital	Tiger Brands	Beacon Let the Hunt Begin
Stratititude	Cell C	GetMore
Two AM	Hasbro	NerfBlaster Masters

Most innovative digital campaign by a medium to large agency		
Amnet SA	BMW	BMW G30 Digital
CBR Marketing Solutions	McCarthy	Driving Happiness
G&G Digital	1st for Women	#YouFirst
G&G Digital	Janssen	MyADHD
G&G Digital	Nashua	The Solutions Lab
MediaCom	P&G	Gillette_MovesLikeNoOther
MediaCom	Times Media Films	Fantastic Beasts
MediaCom	Siemens	Ingenuity for Life BBIP Campaign
MediaCom	Pfizer	Centrum Love Winter at 100%
Mondelez	Starcom MediaVest Group	Belvita Morning Win
Team Red	Vodacom	Play Everyday
Sauce Advertising	Wimpy	Summer Like a Champ

Most innovative social media campaign by a small agency		
Arc Interactive	HIVSA	Choma - Always on Campaign
Edge Digital	JSC	Judges Matter
Next Engage	Stratitude	My Chocolate Box

Most innovative social media campaign by a medium to large agency		
Clockwork Media	NBC Universal	The Search E! Host SA
Joe Public	SAB	SAB Beer Finder
Joe Public	SAB	SABrew
Liquorice	SA Home Loans	House Rules
Liquorice	Pioneer Foods	Sasko Lunch Time Love Letter
Mango Airlines	Flow Communications	iFly Mango
MEC South Africa	Vodacom	Next Level Youth Day
MediaCom	Times Media Films	Fantastic Beasts
Mindshare	Yum	KFC_Soundbite
Promise	Edgars	Edgars – Jabari
SuperSport	Levergy	Euro 2016
Wunderman	Vitamin Water	Putting skip into Skip ads
Wunderman	Coca Cola	How to wrap. In rap.

Most viral campaign by an agency		
CBR Marketing Solutions	McCarthy	Driving Happiness
MediaCom	P&G	Ariel
Sauce Advertising	Steers	Salt BAE
Techsys Digital	TFG	Amped Up

Best App Developed by an Agency	
Dis-Chem	Arc Interactive
SAA	Arc Interactive
Constitution Hill	Flow Communications
National Department of Tourism	Flow Communications
Rock Art Research Institute, University of the Witwatersrand	Flow Communications
WOLF Content Strategy App	Rogerwilco

Best integrated marketing campaign by an agency		
G&G Digital	Nashua	The Solutions Lab
Hellocomputer & FCB	Toyota	Toyota Fortuner 4 x4 Challenge
Joe Public	Chicken Licken	Afronaut
Joe Public	Chicken Licken	Pharaoh
MediaCom	P&G	Ariel
Mindshare	Yum	KFC_Soundbite
Platform 5 Digital	Tiger Brands	Beacon Let the Hunt Begin
Promise	Renault	Renault KWID
Sauce Advertising	Steers	Mjojo

Two AM	Hasbro	NerfBlaster Masters
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Best agency community engagement manager award	
Flow Communications	Melanie Feris
Ideation Station	Goodwil Moyo
Joe Public	Lenin Rajgopaul
MediaCom	Jarred Trembath
MediaCom	Tracy Faulmann
Promise	Nivenia Davis
Wunderman	Leane Coetzee

The new generation outstanding students award	
Bradwin Bosman	Free for All
Carel Scheepers	One & A Half Bags
Makoma Mponya	Hike for a Girl Child
Mosioua Makhoro	Glam a Girl Child

The finalist benchmark was set high this year so congratulations to all that reached it!

To book your table or individual seats to attend this year's gala ceremony, call 011 462 9963 or email natasha@lavello.co.za as tickets are not sold online. For updates follow the New Generation Awards on [Facebook](#), [Twitter](#) and visit their website by clicking [here](#).

For more, visit: <https://www.bizcommunity.com>