

All the winners of the 2019 New Generation Social & Digital Media Awards

The winners of the 2019 annual New Generation Social & Digital Media Awards were announced at Montecasino in Johannesburg, over the weekend.



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This year, nearly 400 entries from across 43 categories were received – which the panel of 18 judges then selected the winners from.



2019 New Generation Social & Digital Media Awards finalists announced

5 Sep 2019



And the 2019 New Generation Social & Digital Media Awards goes to...

Best Revenue Generating Marketing Campaign or Event

- Gold Winner – Vodacom South Africa - Team Red, *Vodacom Video Ticket*
- Gold Winner – Vodacom South Africa - Team Red, *Summer Gigs*
- Silver Winner – Suzuki South Africa - Penguin and Spitfire Inbound, *#AllTheRightFeels – Suzuki Swift Launch*
- Silver Winner – Weylandts - Digital Optimisation in partnership with M&C Saatchi Connect, *Marconi 20 Year Campaign*
- Bronze Winner – Wimpy - Sauce Advertising, *Cups for Votes*

Best Social Media Reach from an Event

- Silver Winner – Cricket South Africa – Levergy, *Mzansi Super League*

- Bronze Winner – Michelin Tyre Co SA - Futuretech Media, *Michelin Passion Experience 2019*

Best Online Competition

- Gold Winner – Vodacom South Africa - Team Red, *Vodacom Super Proposal*
- Gold Winner – Avbob Mutual Assurance Society – Brand et al, *The Avbob Poetry Project*
- Silver Winner – Manhattan Iced Tea - Joe Public Connect, *Shop Manhattan Style*

Best Use of Technical Innovation

- Gold Winner – Anglo American – Joe Public Connect, *Instamine*
- Gold Winner – Associated Media Publishing, *Ready to Shop*
- Silver Winner – Johnson & Johnson – G&G Digital, *Listerine Dental Academy*
- Bronze Winner – Shell South Africa - Futuretech Media & MediaCom, *Shell 5in5*

Best Low Budget Campaign

- Gold Winner – Tiger Brands - Hello Square, *The Mega Mash-Up – Tinkies*
- Silver Winner – Hill's Pet Nutrition - Kilmer and Cruise, *"Just a little extra" Vest*
- Bronze Winner – New Balance – Levergy, *Worn As One*
- Bronze Winner – Voltex South Africa – CBR Marketing Solutions, *No Power No Problem*

Mobile Marketing Excellence

- Gold Winner – Anglo American – Joe Public Connect, *Instamine*
- Gold Winner – Mobile Marketing Excellence, Vodacom South Africa - Team Red, *Vodacom Summer 2018 – Summer Gigs*
- Gold Winner – Vodacom South Africa - Team Red, *Vodacom Super Proposal*

Blogging Excellence

- Silver Winner – Elite-CV, www.elite-cv.com
- Silver Winner – Gauteng Tourism Authority - Flow Communications, *Gauteng Tourism Authority's Blog Content*

Most Innovative Use of Social Media by a Corporate

- Gold Winner – DSTV – Ogilvy South Africa, *Africa United*
- Gold Winner – Unilever – Digitas Liquorice, *Hellmann's Delicious Surprise*
- Silver Winner – SuperSport – Levergy, *Front Row Football*

Most Innovative Gamification Campaign

- Gold Winner – Unilever - Gorilla Creative Media, *Axe Level Up*

Best Community Engagement Award

- Gold Winner – CellC – ARC Interactive, *CellCgirl*
- Gold Winner – Old Spice – MediaCom, *Inja Ye Game (Top Dog)*
- Silver Winner – Mexem – G&G Digital, *Mexem #MindYourBusiness*
- Bronze Winner – Femagene – Have You Heard Marketing (Pty) Ltd, *Best Community Engagement*

Excellence in Content Marketing

- Silver Winner – AB inBev South Africa - DNA Brand Architects, *iLobola Nge Bhubesi*
- Silver Winner – MINI South Africa - John Brown South Africa, *Mini-Clubman*
- Silver Winner – Vodacom South Africa – Cerebra, *Datawyze*

Best Online PR Campaign

- Gold Winner – Sasol – Levergy, *#Limitless*
- Silver Winner – Roche South Africa – G&G Digital, *Roche Haemophilia Campaign*
- Bronze Winner – The Road Accident Fund – Flow Communications, *#AlwaysRemember*

Best Integrated Marketing Campaign by a Corporate

- Gold Winner – First National Bank - BrandTruth//DGTL, *#BlackFridayMe Campaign*
- Silver Winner – Suzuki South Africa – Penguin and Spitfire Inbound, *#AllTheRightFeels – Suzuki Swift Launch*
- Bronze Winner – Mondelez – Wunderman Thompson, *Mzansi Love Songs*

Most Viral Campaign

- Bronze Winner – Old Mutual South Africa, *Budget Speech 2019: #ThatsAGreatIdea #BudgetSpeechComp*

Best Use of Social Media to Research and Evaluate

- Silver Winner – GynaGuard – Joe Public Connect, *#12OfficialVaginas*
- Bronze Winner – The Road Accident Fund - Flow Communications, *#AlwaysRemember*

Most Innovative use of Digital Media by a Corporate

- Gold Winner – South African Breweries – Joe Public Connect, *Beer Finder: SA*
- Silver Winner – Weylandts – Digital Optimisation in partnership with M&C Saatchi Connect, *Marconi 20 Year Campaign*
- Bronze Winner – ABInBev South Africa - DNA Brand Architects, *iLobola Nge Bhubesi*

Best Augmented Reality Marketing Campaign by an Agency

- Silver Winner – bizAR Reality - Burger King SA, *BK Gone Wild*

Most Innovative App Developed by an Agency

- Bronze Winner – Arc Interactive - Dis-Chem, *Dis-Chem App*
- Bronze Winner – Digitas Liquorice – Unilever, *Knorr Takeaway Takeover*

Most Viral Campaign by an Agency

- Silver Winner – MediaCom - Coca-Cola South Africa, *#ShareACokeWithMe*
- Silver Winner – The 13th Floor Where Creatives Live – Dunlop South Africa, *Dunlop Warrior Women*
- Bronze Winner – Sauce Advertising – Wimpy, *Cups for Votes*

Most Innovative Digital Media Campaign by a Small Agency

- Gold Winner – Hello Square – Tiger Brands, *The Mega Mash-Up - Tinkies*

Most Innovative Digital Media Campaign by a Med-Large Agency

- Gold Winner – BrandTruth//DGTL - First National Bank, *FNB SWITCH WITH A SELFIE*
- Gold Winner – Digitas Liquorice – Unilever, *Omo Don't Fear the Dirt*
- Gold Winner – DNA Brand Architects - ABInBev South Africa, *iLobola Nge Bhubesi*
- Gold Winner – G&G Digital – Johnson & Johnson (PTY) Ltd, *Listerine Dental Academy*
- Gold Winner – Vizeum SA – IndieFin, *Mullets Campaign*
- Silver Winner – Flume Digital Marketing & PR - Love Justice, *HT Modelling*

Best Influencer Marketing Campaign by an Agency

- Silver Winner – Ogilvy South Africa – DSTV, *Africa United*
- Bronze Winner – Eclipse Public Relations and King James Group – Netflix, *Netflix Man In A Van*

Best Integrated Marketing Campaign by an Agency

- Gold Winner – Arc Interactive – CellC, *CellCgirl*
- Gold Winner – MediaCom – Old Spice, *Inja Ye Game (Top Dog)*
- Silver Winner – Playmakers Sponsorship – Coca-Cola South Africa, *#CokeScoreChallenge*
- Bronze Winner – John Brown South Africa – Pick n Pay, *Fresh Campaign*

Most Innovative Social Media Campaign by a Med-Large Agency

- Gold Winner – Digitas Liquorice – Unilever, *Hellmann's Delicious Surprise*
- Gold Winner – Penguin – Suzuki South Africa, *#AllTheRightFeels – Suzuki Swift Launch*
- Gold Winner – Wunderman Thompson – Mondelez, *Mzansi Love Songs*
- Silver Winner – Gorilla Creative Media – Unilever, *Axe Level Up*
- Bronze Winner – The Niche Guys – Unilever, *The Dodgy Dealer*

Most Innovative Social Media Campaign by a Small Agency

- Silver Winner – Positive Dialogue Communications – Land Rover South Africa, *The Land Rover #Exploremore Challenge*
- Bronze Winner – FCB Durban – The Young Independents, *TYI Top 100*

Best Corporate Website

- Gold Winner – Seychelles Tourism Board – Joe Public Connect, *Explore Seychelles*
- Silver Winner – Morocco Tourism Board - Joe Public Connect, *Moments in Morocco*
- Bronze Winner – Life Healthcare - John Brown South Africa, *Life Healthcare Corporate Website*

Best Marketing Automation Campaign

- Gold Winner – The IIE's Varsity College – Conversation LAB, *The IIE's Varsity College Bots*
- Silver Winner – Suzuki Auto South Africa – Penguin and Spitfire Inbound, *Jimny - Born for this*
- Bronze Winner – Johnson & Johnson (PTY) Ltd - G&G Digital, *Listerine Dental Academy*

Best Online Newsletter

- Silver Winner – Pick n Pay - John Brown South Africa, *Supper Sorted Mailers*
- Bronze Winner – Godrej Consumer Products – Conversation LAB, *Godrej Weekly Snippet*

- Bronze Winner – The Nelson Mandela Foundation – Flow Communications, *News from the Nelson Mandela Foundation*

Best Use of Podcast/Vlog to Promote a Brand or Event

- Gold Winner – CliffCentral.com, *Blind History*
- Silver Winner – Coronation Fund Managers – Vizeum SA, *Let's Be Honest*
- Bronze Winner – Just Property - hoola Modern Agency, *#YourStorey*

The New Generation Top Graphic Designer Award

- Gold Winner – Siyabonga Nhlanhla Ntamela, Conversation LAB

The New Generation Best Individual Influencer Marketer Award

- Gold Winner – Tara Turkington, Flow Communication

The New Generation Small Agency of the Year Award

- Gold Winner – ARC Interactive

The New Generation Digital Brand of the Year Award

- Gold Winner – Suzuki South Africa – Suzuki Swift Launch, *Penquin and Spitfire Inbound*

The New Generation Social Wiz Award

- Gold Winner – Nosipho Maseko, Joe Public Connect

The New Generation Med-Large Agency of the Year Award

- Gold Winner – Joe Public Connect

The New Generation Best Agency Community Engagement Manager Award

- Gold Winner – Londeka Mkhize, *Joe Public Connect*

The New Generation Overall Social & Digital Corporate of the Year Award

- Gold Winner – Vodacom South Africa

The New Generation Online Strategy of the Year Award

- Gold Winner – ARC South Africa, *One Day Only - Always on Media*

The New Generation Overall Student of the Year Award

- Gold Winner – Aaliyah Tia Singh – University of Johannesburg, *Repurposed Inventions*

For updates, follow the New Generation Awards on [Facebook](#), [Twitter](#) and visit the website by clicking [here](#).

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