

New Generation Social & Digital Media Awards announces finalists

The finalists of the 2020 New Generation Social & Digital Media Awards have been announced, featuring a record number of agencies, corporates and individuals and representing 100s of South African brands.

“Overall, it’s encouraging to see how entries have improved and increased year-on-year. South African agencies, corporates and students are producing some groundbreaking work and this is an affirmation that the industry is maturing,” comments New Gen’s founder, Stephen Paxton. “With a record number of entries received this year, I would like to thank each one of you for entering the awards and for going that extra mile in showcasing some truly exceptional work.”

Teams have become more technically minded, smarter strategies can be seen across multiple platforms, resulting in clever content, greater reach, and the engagement and results achieved with lower budgets have been phenomenal, he said.

“Seeing this year’s entries has installed faith back in me during these difficult times, knowing that South Africans, no matter what challenges we’re faced with, ‘maak ‘n plan’.”

Winners will be announced at this year’s virtual awards ceremony, which will be streamed live on Wednesday, 23 September at 7pm. You can watch the full 90-minute ceremony on the following platforms: Justpalm.tv, Media Update, MarkLives and on New Gen’s social media.



Revenue Generating Marketing Campaign or Event		
ABInBev	Vizeum	Stella Artois #SaveMySpot
Barloworld	The Riverbed Agency	Barloworld Khula Sizwe
myFanPark	Digital Optimization	Always On Campaign
RCL Foods - Bobtail	M&C Saatchi Connect	Mzansi's biggest online meet up!
Rentokil Initial South Africa	Spitfire Inbound	Protecting People and Enhancing Lives during a pandemic
Suzuki South Africa	Penquin & Spitfire	SUZUKI 10 DAY SALE
Vodacom South Africa	Ogilvy	Shake!Up Summer
Vodacom South Africa	Ogilvy	Data Reprice
Weylandts	Digital Optimization	Lockdown Winter Sale
Best Social Media Reach from an Event		
Engen	Avatar PR	#EngenXperiences DSTv Delicious Festival
KFC SA	Playmakers	#KFCProposal
Royal Dutch Shell South Africa	Wunderman Thompson	There can only be one
Best Online Competition		
Astron Energy Caltex	Flume Digital Marketing & PR	Double Tank Summer
Gautrain	Flow Communications	#MyGautrain campaign
Jameson	RAPT Creative	
Microsoft - Xbox	Clockwork	Control your Discount
Reboost	Hellosquare	#PowerUpChallenge
Standard Bank	Clockwork	Ucount's 7th Birthday
Telkom South Africa	Artifact Advertising	Telkom Black Friday
Most Innovative App Developed by a Corporate		

ForKeeps		Keeping Memories Forever
The Nelson Mandela Foundation	Flow Communications	Nelson Mandela Annual Lecture 2020
Uberskillz		Skillztrader and SkillzFinder "Get Connected"
Best Use of Technical Innovation		
Beiersdorf	Mobitainment, Carat, 13th Floor	NIVEA #TakeExtraCare
Castle Lite	Promise Group	Cold Tracker
Famous Brands	Sauce Advertising	Yext Restaurant Awareness
Food Lover's Market	Mark1	Break the Traditional Tradition
The Nelson Mandela Foundation	Flow Communications	Nelson Mandela Annual Lecture 2020
Vodacom South Africa	Wunderman Thompson	Vodacom Social Media Command Centre
Western Cape DoH		COVID-19 Public Facing Dashboard
Best Low Budget		
Absa Group	FleishmanHillard	Absa LinkedIn Live Financial Results
AbInBev	Vizeum	Clan Pledge
Absa Group	Playmakers & Ad dynamo	Absa - SuperSport Premier League Campaign
Beiersdorf	Mobitainment, Carat, 13th Floor	NIVEA #TakeExtraCare
Castle Lite	Promise Group	The \$3 000 000 Call
Constitution Hill	Flow Communications	#MyCovidStorySA
Discovery Bank	10th Street	Discovery 947 Ride Joburg
Edcon - Jet	Joe Public Connect	Heritage Day #JetSwenk
Famous Brands	Sauce Advertising	Kerbside Delivery
Gautrain	Flow Communications	#BokJersey Springboks Homecoming
Hyundai	Clockwork	Hyundai – Elantra Black Friday
KFC SA	Playmakers	#KFCProposal
KFC SA	Playmakers and Ogilvy JHB	KFC Mini'er Cricket
Maggi South Africa	Joe Public Connect	Noodle Flavour Polls
Nedbank	Joe Public Connect	Retweets into Rands
New Balance SA	Levergy	Runs In the Family
Reboost	Hellosquare	#PowerUpChallenge
Telkom South Africa	Artifact Advertising	Telkom Black Friday
Mobile Marketing Excellence		
Famous Brands	Sauce Advertising	Always On Restaurant Awareness
Tinkies	Hellosquare	Celebrate Everything
Vodacom South Africa	Ogilvy	Shake!Up Summer
Blogging Excellence		
GaloreSA		GaloreSA Blog
Maropeng	Flow Communications	Maropeng
Vodacom South Africa	New Media, a division of Media24 (Pty) Ltd	Vodacom now! Blog
Most innovative Use of Social and Digital Media		
Aware.org	The Riverbed Agency	Under Age Drinking
Beiersdorf	Mobitainment, Carat, 13th Floor	NIVEA #TakeExtraCare
Capitec	John Brown Media South Africa	Capitec Move campaign
Chicken Licken	Joe Public Connect	Everyone's talking about it
Nedbank	Joe Public Connect	Retweets into Rands
Netflix	Clockwork & Eclipse Communications	Blood & Water
RCL Foods Bobtail	M&C Saatchi Connect	Mzansi's biggest online meet up!
Reboost	Hellosquare	#PowerUpChallenge
Tinkies	Hellosquare	Celebrate Everything
Vodacom South Africa	Ogilvy	Shake!Up Summer
Vodacom South Africa	Wunderman Thompson	Gig Game
Vodacom South Africa	Ogilvy	Nxt Lvl Self Cav
Vodacom South Africa	Ogilvy	Fibre can Fix This
Most Innovative Gamification Campaign		
Reboost	Hellosquare	#PowerUpChallenge
Telkom South Africa	Artifact Advertising	Telkom Black Friday
Vodacom South Africa	Wunderman Thompson	Gig Game
Best Community Engagement Award		
BevCo	The 13th Floor	Coo-ee Sounds of Summer
Engen	Avatar PR	#EngenXperiences DSTv Delicious Festival

Hyundai	Clockwork	Hyundai – Don't Cross Your T's
KFC SA	Playmakers	#KFCProposal
KFC SA	Playmakers and Ogilvy JHB	KFC Mini'er Cricket
Krispy Kreme South Africa	Sherbet Youth Agency	Krispy Kreme Community Engagement
Siqalo Foods Flora	PHD	Stay Home, Stay Healthy
Tekkie Town	hoola Modern Agency	#WalkYourWay
Aromat	The Hardy Boys & Avatar	#ATasteOfMzansi
Unilever Handy Andy	Niche Guys	#HelloBeautiful
Vodacom South Africa	Wunderman Thompson	Vodacom Social Media Command Centre
Yoco	Avatar	#ShopTheStreets
Excellence in Content Marketing		
Albany	Hellosquare	Your Best
aQuelle	Conversation LAB	aQuelle Be Active
Aware.org	The Riverbed Agency	Aware.org UAD
Barloworld	The Riverbed Agency	Barloworld Khula Sizwe
Capitec	John Brown Media South Africa	Capitec Move campaign
Chicken Licken	Joe Public Connect	Everyone's talking about it
Emirates	Havas Media	Emirates Pursuit of Jazz
Energade	Levergy	#BringItHome
Maggi South Africa	Joe Public Connect	Lazenby
Microsoft South Africa	Clockwork	Visit Xbox
The Nelson Mandela Foundation	Flow Communications	Nelson Mandela Annual Lecture 2020
Nestlé KitKat	Joe Public Connect	Take a break and celebrate your city
Netflix	Clockwork & Eclipse Communications	Blood & Water
NIVEA Men	The 13th Floor and Carat	NIVEA Men Workshop
Pick n' Pay	John Brown South Africa	Pick One Small Thing
Rand Merchant Bank	Promise Group	A Story of Courage
Tinkies	Hellosquare	Celebrate Everything
Unilever	Oliver Marketing	Aromat Comedy Club
Vodacom South Africa	New Media, a division of Media24 (Pty) Ltd	Vodacom now! Blog
Vodacom South Africa	Wunderman Thompson	Taking the Whys out of Datawyzø
Willard Batteries	CBR Marketing	#ThereForEveryJourney
Woolworths		Lockdown Content Campaign
Best Online PR Campaign		
Absa Group	FleishmanHillard	Absa Regional Offices Brand Migration
Aware.org	The Riverbed Agency	Under Age Drinking
Game South Africa	DNA Brand Architects	Dare To Compare Roadshow with Nomatriquency
Gautrain	Flow Communications	#BokJersey Springboks Homecoming
Heineken	Levergy	Team Heineken
Hyundai	Clockwork	Hyundai - Don't cross your T's
Nedbank	Levergy	#TeamUp4KZN
Nedbank	The Riverbed Agency	Nedbank Money Secrets
Suzuki South Africa	Penquin	#DoYou – SUZUKI S-PRESSO LAUNCH
Tiger Brands	DNA Brand Architects	Tastic #MyHeritage Campaign
Best Integrated Marketing Campaign		
Aware.org	The Riverbed Agency	Aware.org UAD
Barloworld	The Riverbed Agency	Barloworld Khula Sizwe
DigsConnect	BangersandMash	#Digsaur2020
Edcon - Jet	Joe Public Connect	The Great Stigma Clearance
Nedbank	Levergy	#TeamUp4KZN
Netflix	Clockwork & Eclipse Communications	Blood & Water
Rand Merchant Bank	Promise Group	A Story of Courage
Road Accident Fund	Flow Communications	#AlwaysRemember
SABRIC	So Interactive	Some things shouldn't be shared
Tinkies	Hellosquare	Celebrate Everything
Vodacom South Africa	Ogilvy	Shake!Up Summer
Most Viral Campaign		
Beiersdorf	Mobitainment, Carat, 13th Floor	NIVEA #TakeExtraCare
Capitec	John Brown Media South Africa	Capitec Move campaign

Castle Lite	Promise Group	The \$3 000 000 Call
Constitution Hill	Flow Communications	#MyCovidStorySA
Conversational LAB		Lunch is served
Gautrain	Flow Communications	#BokJerseySpringboks Homecoming
KFC SA	Playmakers	#KFCProposal
SABRIC	So Interactive	Some things shouldn't be shared
Best Use of Social Media to Research and Evaluate		
Albany	Hellosquare	Your Best
Aware.org	The Riverbed Agency	Under Age Drinking
Best Augmented Reality Marketing Campaign by an Agency		
Oliver Marketing (U-Studio)	Unilever	OLA TIC
Best Use of Technical Innovation by an Agency		
10th Street	Discovery Bank	Discovery 947 Ride Joburg
Promise Group	Castle Lite	Cold Tracker
The Riverbed Agency	Nedbank	Nedbank Money Secrets
Vizeum & Wunderman Thompson	BMW South Africa	BMW M Festival
Most Innovative App Developed by an Agency		
Arc Interactive	Dis-Chem	Dis-Chem App
Flow Communications	The Nelson Mandela Foundation	Nelson Mandela Annual Lecture 2020
Flume Digital Marketing & PR	Orlando Pirates	The Official Orlando Pirates App
Retroactive	MatchKit	The Launch of MatchKit.co
Most Viral Campaign by an Agency		
Avatar PR	Engen	#EngenXperiences DStv Delicious Festival
Capacity Relations	Brutal Fruit	Brutal Fruit Spritzer #SpritzerSaturday
Clockwork & Edipse Communications	Netflix	Blood & Water Season 1 Launch
Flow Communications	Heartlines	#ValuesAndMoney
Joe Public Connect	Edcon Jet	The Great Stigma Clearance
Joe Public Connect	Chicken Licken	Everyone's talking about it
Niche Guys	Unilever - Handy Andy	#HelloBeautiful
Promise Group	Castle Lite	The \$3 000 000 Call
Retroactive	Ryobi	Kirsten Landman's Road to Dakar
The Hardy Boys	Cleanipedia	Share your mess
The Hardy Boys & Avatar Agency	Aromat	#ATasteOfMzansi
The Riverbed Agency	Aware.org	Under Age Drinking
Most Innovative Social and Digital Media by SMALL		
10th Street	Discovery Bank	Discovery 947 Ride Joburg
Arc Interactive	CellC	CellCgirl
Digital Optimization	Weylandts	Lockdown Winter Sale
Hellosquare	Tinkies	Celebrate Everything
RAPT Creative	Jameson	JAMESON STAY INN
Retroactive	Ryobi	Kirsten Landman's Road to Dakar
Retroactive	Biogen	The World's First UNfluencer
Retroviral	Russell Hobbs	Russell Hobbs All Day Every Day
Most Innovative Social and Digital Media by LARGE		
DNA Brand Architects	Telkom	Telkom x Ntokozo Mbambo
DNA Brand Architects	Game South Africa	Dare To Compare Roadshow with Nomatriquency
Joe Public Connect	Edcon Jet	The Great Stigma Clearance
Joe Public Connect	Chicken Licken	Soul Sisters
Niche Guys	Unilever - Handy Andy	#HelloBeautiful
The Hardy Boys & Avatar Agency	Aromat	#ATasteOfMzansi
The Riverbed Agency	Aware.org	Underage Drinking
The Riverbed Agency	Nedbank	Nedbank Money Secrets
Best Influencer Marketing Campaign by an Agency		
Avatar PR	Engen	#EngenXperiences DStv Delicious Festival
Clockwork	Hyundai	i30N Launch
Digital Optimization	myFanPark	Always On Campaign
DNA Brand Architects	Tiger Brands	Tastic #MyHeritage Campaign
DNA Brand Architects	Game South Africa	Dare To Compare Roadshow with Nomatriquency
Eclipse Communications	Netflix	Queen Sono Season 1 Launch

Flow Communications	Constitution Hill	#MyCovidStorySA
Flow Communications	Heartlines	#ValuesAndMoney
Joe Public Connect	Revlon	Revlon Photoready Candid South African launch
Joe Public Connect	Edcon Jet	The Great Stigma Clearance
Niche Guys	Unilever - Handy Andy	#HelloBeautiful
Oliver Marketing	Unilever	Aromat Comedy Club
PHD	Siqalo Foods Flora	Stay Home, Stay Healthy
Positive Dialogue Communications and Mark1	One Plus	One Plus 7T Pro launch
Positive Dialogue Communications	Sense_IT	Parent Sense App Launch
Promise Group	Castle Lite	The \$3 000 000 Call
RAPT Creative	Jameson	JAMESON STAY INN
Retroactive	Ryobi	Kirsten Landman's Road to Dakar
Retroactive	Biogen	The World's First UNfluencer
Tribeca Public Relations	Ascendis Health	MenaCal.7 Woman to the Bone
Best Integrated Marketing Campaign by an Agency		
Arc Interactive	HIVSA Choma	Choma
Capacity Relations	Flying Fish	FIRST LIVE ASMR event
Hellosquare	Tinkies	Celebrate Everything
Joe Public Connect	Edcon Jet	The Great Stigma Clearance
Joe Public Connect	Nedbank	Secrets
Joe Public Connect	Chicken Licken	Everyone's talking about it
Joe Public Connect	Amnesty International	#SignTheSmileOff
Joe Public Connect	Chicken Licken	Soul Sisters
Niche Guys	Unilever - Handy Andy	#HelloBeautiful
Penquin & Spitfire Inbound	Suzuki South Africa	#All In – SUZUKI ERTIGALAUNCH
Positive Dialogue Communications and Mark1	Cape Town International Jazz Festival	CTIJF 2020
DUKE, Positive Dialogue Communications and Mark1	Heart and Stroke Foundation	Anti-vaping campaign
Promise Group	Rand Merchant Bank	A Story of Courage
So Interactive	SABRIC	Some things shouldn't be shared
The Riverbed Agency	Aware.org	Under Age Drinking
The Riverbed Agency	Barloworld	Barloworld Khula Sizwe
Tiger Brands	DNA Brand Architects	Tastic #MyHeritage Campaign
Vizeum	ABInBev	Carling Cup 2019
Vizeum	ABInBev	Castle Lager – Heartbeat of the Nation
Vizeum	ABInBev	Budweiser King of the Beats
Vizeum & Wunderman Thompson	BMW South Africa	BMW 1 Series Launch
Wunderman Thompson	Royal Dutch Shell South Africa	There can only be one
Blogging Excellence by an agency		
Arc Interactive	HIVSA Choma	Choma
Arc Interactive	CellC	CellCgirl
Flume Digital Marketing & PR	Nedbank	Together. Nedbank
Flow Communications	Maropeng	Maropeng Blog
Best Corporate Website		
CTICC	Cape Town International Convention Centre	CTICC Website
Expedia	Joe Public Connect	Dominican Republic_Beyond the Beach
Legal and Tax	Flow Communications	
Microsoft South Africa	Clockwork	Control your Discount
Nedbank	Flume Digital Marketing & PR	Together. Nedbank
Wesgro	Flow Communications	Wesgro Corporate Website
Best Marketing Automation Campaign		
Energade	Justpalm	
Polyflor South Africa	Spitfire Inbound	Specialist Advice Campaign
Suzuki South Africa	Penquin & Spitfire Inbound	Digital Growth with Inbound
Best Online Newsletter		
HIVSA (Choma)	Arc Interactive	Choma Online Newsletter
Old Mutual Corporate	John Brown South Africa	MINDSPACE mailer series
TMAC	Flow Communications	

Vodacom South Africa	New Media, a division of Media24 (Pty) Ltd	Vodacom now! Blog
Best Use of Podcast/Vlog to Promote a Brand or Event		
Coronation Fund Managers	Vizeum	The World is Yours
Oracle Media		In Conversation with
RCL Foods Bobtail	M&C Saatchi Connect	Mzansi's biggest online meet up!
Synthesis Software Technologies		Gauteng COVID
The New Generation Top Graphic Designer of the Year Award		
Anthony Kirkwood	Big Red Design Agency	
Carla Dreyer	Oracle Media	
Thapelo Mmoloke	CBR Marketing Solutions	
The New Generation Small Agency of the Year Award		
Addick Africa (Pty) Ltd		
Alternative Media		
Arc Interactive		
Big Red Design Agency		
Digital Optimization		
Hellosquare		
RAPT Creative		
Smudge		
The New Generation Digital Brand of the Year Award		
CellC	Arc Interactive	
Netflix South Africa	Clockwork & Eclipse Communications	
SuperSport	Levergy	
Suzuki South Africa	Penguin & Spitfire Inbound	
Tinkies	Hellosquare	
Vodacom South Africa	Ogilvy	
The New Generation Social Wiz of the Year Award		
Adam Rauff	CBR Marketing Solutions	
Fathima Mbosa	Havas Media	
Tammy Tal	Flume Digital Marketing & PR	
The New Generation Medium-Large Agency of the Year Award		
CBR Marketing Solutions		
Eclipse Communications		
Flow Communications		
Joe Public Connect		
Oracle Media Group		
Penguin		
Spitfire Inbound		
Vizeum		
The New Generation Best Agency Community Engagement Manager of the Year Award		
Justin James	The Hardy Boys	
Karabo Mashele	Joe Public Connect	
Nontobeko Zondi	Conversation LAB	
Phike Mokuene	Clockwork	
The New Generation Overall Social and Digital Corporate of the Year Award		
Suzuki South Africa	Penguin	
Tiger Brands	Hellosquare	
Vodacom South Africa	Ogilvy	
Weylandts	Digital Optimization	
The New Generation Online Strategy of the Year Award		
Constitution Hill	Flow Communications	#MyCovidStorySA
Gautrain	Flow Communications	#MyGautrain campaign
Jet (Edcon)	Joe Public Connect	
The Nelson Mandela Foundation	Flow Communications	
Rentokil Initial	Spitfire Inbound	
Tinkies	Hellosquare	
Weylandts	Digital Optimization	Lockdown Winter Sale
The New Generation Overall Student of the Year Award		

Godfrey MATSOBE	University of Johannesburg	Law on Whatsapp
Jessica HENDRICKS	University of Johannesburg	Student shift
Mbali SIBEKO	University of Johannesburg	Kreative Plass
Mbhau MATINKETSA	University of Johannesburg	Beyond the Brow Beat
Payal MAHARAJH	University of Johannesburg	My Indaba
Ruaan MARAIS	University of Johannesburg	Rather crave change
Thandokazi PRUSENT	University of Johannesburg	Accountability buddy
The New Generation Overall Student Group of the Year Award		
#BlackChildItsPossible	University of Johannesburg	
Defy Bullying	University of Johannesburg	
She Is King	University of Johannesburg	
Young Livers	University of Johannesburg	

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