

Finalists announced for New Generation Social & Digital Media Awards 2018

The finalists for the 2018 New Generation Awards have been announced, with a record number of entries received, from a record number of agencies, corporates and individuals, representing hundreds of South African brands.



Image supplied.

“Overall, it is encouraging to see how entries have improved and increased year on year. South African agencies, corporates and students are producing some great work and this is an affirmation that the industry is maturing and getting better and can only go from strength to strength if the improvements in the entries over the past few years are anything to go by” says MD Stephen Paxton.

Winners will be announced at the gala ceremony, live on Thursday, 27 September 2018 at Monte Casino, The Ballroom.

Corporate Awards

Best Revenue Generating Marketing Campaign or Event		
Mango Airlines	Flow Communications	Payday HappyDay Sale
Suzuki Auto SA	Penguin & Spitfire Inbound	Nowhere to go but UP
Rentokil Initial	Spitfire Inbound	Digital Growth
Game	Arc SA	Black Friday
Unilever South Africa	Digitas Liquorice	Stains don't Matter
Vodacom	Team Red	Summer 2017 - Shake
Best Social Media Reach from an Event		
New Balance South Africa	Levergy	#BeProteas
VS Gaming	Wunderman SA	VS Gaming Festival 2018
Suzuki Auto SA	Penguin	Suzuki Swift Media Launch
DHL Express SA	Have You Heard Marketing	#DHL Rugby7s
Steers	Sauce Advertising	#Kinging : Boerewors King Steers Burger
M&Ms	Arc SA	#ShareSummer
Famous Brands	DNA Brand Architects	#Kinging : Boerewors King Steers Burger
Merck(iliadin)	Gorilla	Mimic Your Man
Best Online Competition		
Acdoco SA	Have You Heard Marketing	Nair Summer
Revlon	MediaCom	Revlon BFF Day

Scholl	Arc SA	#InMyShoes
Game	Arc SA	Black Friday
Supa Quick	Artifact Advertising	Super Sassy
Mondelez International	Starcom	Halls - Own the Moment
Auto Trader	Digitas Liquorice	COTY Drag Race
Suntory	Mindshare	Lucozade - Boost your Drive
Unilever South Africa	Gorilla	AXE: AXECESS Ibiza
Bio-Strath	Gorilla	Survivor
Best Use of Technical Innovation – Sponsored by FujiFilm		
Reckitt Benckiser	G&G Digital	Harpic White & Shine Thick Bleach Online Competition
South African Breweries	Joe Public Connect	The Invisible Issue
Unilever South Africa	Digitas Liquorice	Surf-School of Shine
Best Low Budget Campaign		
Reckitt Benckiser	G&G Digital	Harpic White & Shine Thick Bleach Online Competition
bsmart	Stratitude	Get to know bsmart
Investec	Wunderman SA	The Interview
RocoMamas	OMM	#BedfordBomb
M&Ms and UBER Eats	MediaCom	Mars Incorporated
Revlon	MediaCom	Revlon BFF Day
SAB	Joe Public Connect	Beer Finder - Cape Town
Unilever South Africa	Digitas Liquorice	OMO-Father's Day
ABinBev	DNA Brand Architects	#LionCanAtCannesLions Campaign
CCI Brothers for Life	Soul Providers	See the Bigger Picture – World AIDS
Mobile Marketing Excellence – Sponsored by MediaCom		
McCain	Joe Public Connect	#MakeltYoursMoms
JC Le Roux	Digitas Liquorice	Express Yourself
Unilever South Africa	Digitas Liquorice	OMO - Stains don't matter
Vodacom	Team Red	Summer 2017 - Shake
Blogging Excellence – Sponsored by MediaCom		
Gauteng Tourism Authority	Flow Communications	GTA Blog
Hollard Insure	Flow Communications	#InsuranceTips
Penguin		Penguin Blog
Most innovative use of social media		
Gauteng Tourism Authority	Flow Communications	#VsitGauteng
Mango Airlines	Flow Communications	#IFlyMango
Investec	Wunderman SA	The Interview
Ster-Kinekor	Wunderman SA	The Nazional News
Telkom	Artifact Advertising	Jan-u-worry
Black	Joe Public Connect	Future of Entertainment
Auto Trader	Digitas Liquorice	COTY Drag Race
Unilever South Africa	Digitas Liquorice	Knorr- Leave no Food Behind
Unilever South Africa	Digitas Liquorice	Surf-School of Shine
Unilever South Africa	Gorilla	Shield - Azishe
Unilever South Africa	Gorilla	Shield - Pressure Moments
Most Innovative Gamification Campaign		
Reckitt Benckiser	G&G Digital	Harpic White & Shine Thick Bleach Online Competition
South African Breweries	Joe Public Connect	Beer Finder - Cape Town
Auto Trader	Digitas Liquorice	COTY Drag Race
Best Community Engagement Award		
Mango Airlines	Flow Communications	#IFlyMango
Mondelez	Wunderman SA	Cadbury 5 Star
Cadbury	Wunderman SA	Lunch Bar
Vodacom	Cerebra	Putting the Team in #TeamRed
Suzuki Auto South Africa	Penguin & Spitfire	Social Media Engagement
DHL Africa	Have You Heard Marketing	DHL Africa Social Media Engagement
Royco	MediaCom	Let's Eat with Siphokazi
Royco	Arc SA	Let's Eat with Siphokazi
M&Ms	Arc SA	#ShareSummer
McCain	Joe Public Connect	#MakeltYoursMoms

Unilever South Africa	Digitas Liquorice	Surf - School of Shine
Unilever South Africa	Digitas Liquorice	Knorr- Leave no Food Behind
Excellence in Content Marketing – Sponsored by MediaCom		
New Balance South Africa	Levergy	#BeProteas
bsmart	Stratitude	Content is King
Nelson Mandela Foundation	Flow Communications	Obama Lecture
Vodacom	Cerebra	Data 101
Suzuki Auto South Africa	Penguin & Spitfire Inbound	Nowhere to go but UP
Milky Lane	Sauce Advertising	Over the Top Hot Drinks
Scholl	Arc SA	#InMyShoes
Unilever	Niche Guys	Domestos - Killer Combination
Anglo American	Joe Public Connect	Live Mne
Chicken Licken	Joe Public Connect	The Double Chick'n Boerie™ Burger Debate
Black	Joe Public Connect	Future of Entertainment
Unilever South Africa	Digitas Liquorice	Knorr - Leave no food behind
Unilever South Africa	Digitas Liquorice	Magnum
Unilever South Africa	Digitas Liquorice	Surf - School of Shine
Vodacom	Team Red	Vodacom Youth Day
Unilever	Gorilla	#shieldready
Old Mutual Limited		On the Money Financial Institution
Best Online PR Campaign		
Audi South Africa	Levergy	Audi Q5 Fast Track
Nelson Mandela Foundation	Flow Communications	Obama Lecture
Standard Bank	Magna Carta	World Citizen
Famous Brands	DNA Brand Architects	#SteersRespek
Unilever	Gorilla	Shield - Be the next Champion
Best Integrated Marketing Campaign		
New Balance South Africa	Levergy	#BeProteas
Audi South Africa	Levergy	Audi Q5 Fast Track
Indwe Risk Solutions	Stratitude	#Bringbackthemiddleman
VWSA	Stratitude	Simplicity is here
Suzuki Auto South Africa	Penguin & Spitfire Inbound	Suzuki Ignis Launch
Royco	Arc SA	Let's Eat with Siphokazi
Clover	Arc SA	#TheWhistlingChef
Supa Quick	Artifact Advertising	Super Sassy
Mondelez International	Starcom	Halls - Own the Moment
Chicken Licken	Joe Public Connect	The Double Chick'n Boerie™ Burger Debate
Digitas Liquorice	Unilever South Africa	Surf-School of Shine
Suntory	Mindshare	Lucozade - Boost your Drive
Vodacom	Team Red	Brand Repositioning
Vodacom	Team Red	Summer 2017 - Shake
Unilever	Gorilla	Shield - Be the next Champion
Unilever	Gorilla	Lux - We are More
Most Viral Campaign		
SANBS	Flow Communications	#NewBlood
St Mary's School	Flow Communications	Matric Results
Nelson Mandela Foundation	Flow Communications	16th NM Annual Lecture
Unilever South Africa	Digitas Liquorice	OMO - Father's Day Online Media Awards
Vodacom	Team Red	Vodacom Youth Day
Old Mutual Limited		On the Money Financial Institution
Best Use of Social Media to Research and Evaluate		
DHL Africa	Have You Heard Marketing	Online Conversation & Sentiment Tracking
McCain	Joe Public Connect	#MakeltYoursMbms
Unilever South Africa	Digitas Liquorice	Knorr Leave No Food Behind
Merck(iliadin)	Gorilla	Mimic Your Man
Most Innovative Use of Digital Media – Sponsored by FujiFilm		
Reckitt Benckiser	G&G Digital	Harpic White & Shine Thick Bleach Online Competition
The Coca-Cola Company	MediaCom	Coke Uplift

M&Ms and UBER Eats	MediaCom	Mars Incorporated
South African Breweries	Joe Public Connect	Your Business in Lights
Unilever South Africa	Digitas Liquorice	Surf-School of Shine
Bayer	G&G Digital	Berocca Lab proven + Life tested
Unilever South Africa	Gorilla	Shield - Pressure Moments
Best Use of Social Media in a Loyalty Programme		
Unilever South Africa	Digitas Liquorice	Knorr
Unilever South Africa	Digitas Liquorice	Surf-School of Shine

Agency Awards

Best Augmented Reality Marketing Campaign by an Agency		
bizAR Reality	Burger King	Dino's Campaign
Best Use of Social Media using WeGather		
Slikouronlife	The Coca-Cola Company	Sprite #FillUpFNB
Most Innovative App Developed by an Agency		
Flow Communications	City Sightseeing	City Sightseeing Business System
DSG	Transunion	First Check
DSG	Transunion	Dealer Guide
Most Viral Campaign by an Agency		
Flow Communications	SANBS	#NewBlood
Flow Communications	Flow Communications	16th NM Annual Lecture
Cerebra	ABSA	#Budget2018
Have You Heard Marketing	DHL Express SA	#DHL Rugby7s
Artifact Advertising	Telkom	Data Wanted
DNA Brand Architects	AbInBev	Castle Lite Hold My Beer
DNA Brand Architects	Famous Brands	#Kinging : Boerewors King Steers Burger
MediaCom	The Coca-Cola Company	Just Juice Breakfast Hacks Campaign
Digitas Liquorice	Unilever South Africa	OMO Fathers Day
Zenith Media	Samsung South Africa	Fun#withGalaxy S9
Most Innovative Digital Media Campaign by a Small Agency		
FetchThem	Italtile	Immersion
iClick Marketing	Dischem	Beauty Fair
iClick Marketing	Tsogo Sun	SunBreaks
Most Innovative Digital Media Campaign by a Medium – Large Agency		
Joe Public Connect	South African Breweries	Your Business in Lights
Mindshare	Suntory	Lucozade - Boost your Drive
MediaCom	The Coca-Cola Company	Just Juice Breakfast Hacks Campaign
Zenith Media	Samsung South Africa	Fun#withGalaxy S9
Best Influencer Marketing Campaign by an Agency – Sponsored by WeGather		
Flow Communications	Mango Airlines	11th Birthday first-time flyer influencer campaign
theSalt	Takealot	Takealot Student Textbook Campaign
AMOK Digital	Clover	Krush Goodness Campaign
MediaCom	Shell	Shell LGBT#NoBias
MediaCom	Revlon	Revlon_Revlon BFF Day
Arc SA	Scholl	#InMyShoes
Arc SA	Clover	#TheWhistlingChef
Slikouronlife	MultiChoice	#4ThaGreatest
Niche Guys	Unilever	Domestos - World Toilet Day
Niche Guys	Unilever	Domestos - Flush Less
DNA Brand Architects	Famous Brands	#SteersRespek
DNA Brand Architects	Famous Brands	#Kinging
Starcom	Mondelez International	Halls - Own the Moment
Digitas Liquorice	Unilever South Africa	Magnum X MaXhosa
DNA Brand Architects	AB InBev	Flying Fish #HouseofPlay
Gorilla	Unilever South Africa	AXE: AXECESS Ibiza
Gorilla	Unilever South Africa	#shieldready
Gorilla	Unilever South Africa	Lux - We are More
theSalt	SANBS	Gazlam

Best Integrated Marketing Campaign by an Agency		
Stratitude	Indwe Risk Services	#Bringbackthemiddleman
Stratitude	WWSA	Simplicity is here
Penquin & Spitfire Inbound	Suzuki Auto South Africa	Suzuki Ignis Launch
DNA Brand Architects	AbInBev	Castle Lite Hold My Beer
DNA Brand Architects	Famous Brands	#Kinging
Joe Public Connect	Chicken Licken	The Double Chick'n Boerie™ Burger Debate
Digitas Liquorice	Unilever South Africa	Surf School of Shine
Gorilla	Unilever South Africa	Shield - Be the next Champion
Gorilla	Merck (iliadin)	Mimic Your Man
Zenith Media	Samsung South Africa	Fun#withGalaxy S9
Most Innovative Social Media Campaign by a Medium to Large Agency – Sponsored by WeGather		
Flow Communications	Mango Airlines	#FlyMango
Wunderman SA	Investec	The Interview
Cerebra	AB InBev(SAB)	SA National Beer Day
Cerebra	ABSA	#Budget2018
Cerebra	The Coca-Cola Company	Sprite Mashups
Royco	MediaCom	Let's Eat with Siphokazi
MediaCom	The Coca-Cola Company	Coke Uplift
DNA Brand Architects	AbInBev	Castle Lite Hold My Beer
DNA Brand Architects	Famous Brands	#Kinging
Joe Public Connect	Black	Future of Entertainment
MediaCom	The Coca-Cola Company	Just Juice Breakfast Hacks Campaign
Digitas Liquorice	Auto Trader	COTY Drag Race
Digitas Liquorice	Unilever South Africa	Knorr - Leave no food behind
Gorilla	Unilever	Shield - Azishe
Gorilla	Bio-Strath	Survivor
Soul Providers	CCI BrothersforLife	See the Bigger Picture – World AIDS
Most Innovative Social Media Campaign by a Small Agency		
FetchThem	Cradlestone	Immersion
Positive Dialogue Communications	Toy Kingdom	Agents of Fun Campaign

Online Media and Tools Awards

Best Intranet		
City Sightseeing	Flow Communications	City Sightseeing Business System
Steers Franchise	Sauce Advertising	Mo Summer
Best Corporate Website		
City Sightseeing	Flow Communications	New CSS website
Standard Bank	Wunderman SA	Standardbank.co.za
Clover	AMOK Digital	
Purity	Have You Heard Marketing	
Stylista	CBR Marketing	Website Migration
SVA Holdings	Artifact Advertising	
Chicken Licken	Joe Public Connect	
South African Breweries	Joe Public Connect	
Unilever South Africa	Gorilla	Re-launch Stork
Best Marketing Automation Campaign		
Cell C	Stratitude	Cell C GetMore 247
Suzuki	Penquin & Spitfire	Nowhere to go but UP
Rentokil Initial	Spitfire Inbound	Digital Growth
Best Online Newsletter		
Beyers Chocolates	Stratitude	Beyers Chocolates
bsmart	Stratitude	It's Newsworthy
Holland	Flow Communications	#InsuranceTips

Special Awards

The New Generation Top Graphic Designer Award		
Andrew Mkandla	Levergy	
Bianca Potgieter	Joe Public Connect	
Chelin' Ramos	Stratitute	
The New Generation Small Agency of the Year Award		
Positive Dialogue Communications		
Stratitute		
The New Generation Digital Brand of the Year Award – Sponsored by FujiFilm		
Black	Joe Public Connect	
Bayer	G&G Digital	
Unilever	Digitas Liquorice	
The New Generation Social Wiz Award – Sponsored by WeGather		
Ceri Davidson	Wunderman SA	
Shay Fynn	MediaCom	
Kevin McLennan	Artifact Advertising	
The New Generation Medium-Large Agency of the Year Award – Sponsored by FujiFilm		
Flow Communications		
Penguin		
Arc SA		
Joe Public Connect		
Digitas Liquorice		
MediaCom		
Best Agency Community Engagement Manager Award		
Molisi Tshabalala	Wunderman SA	
Nicole Glover	Penguin	
Jarred Trembath	MediaCom	
Tracy Fulmann	MediaCom	
Phumelele Dimba	Joe Public Connect	
Overall Social and Digital Corporate of the Year Award		
Mango Airlines	Flow Communications	
Nelson Mandela Foundation	Flow Communications	
South African Breweries	Joe Public Connect	
Unilever	Digitas Liquorice	
Online Strategy of the Year Award		
Berocca	G&G Digital	Berocca gets scientific
Mango Airlines	Flow Communications	#FlyMango
South African National Blood Service	Flow Communications	#NewBlood
Suzuki Auto SA	Penguin & Spitfire Inbound	
Cambridge Assessment International Assessment	Have You Heard Marketing	Cambridge Assessment International Assessment
DNA Brand Architects	Famous Brands	Steers #Respek Nation
iSchool Press Team	I'm Original	#GirlSafe
Overall New Generation Student of the Year Award – Sponsored by MediaCom		
Julia Ridderhof	UJ	#ReimaginePlastic
Kristen Landsberg	UJ	#BehindClosedDoors
Palesa Tshise	UJ	#Sewing for our Girls
Kerri-Anne Baigent	UJ	#Treads with Tricks
Group Submission	UJ	#BoostThruBoots

To book your team 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. Venue has limited space, so book early to avoid disappointment. For updates follow the New Generation Awards on [Facebook](#), [Twitter](#) and visit their website by clicking [here](#).