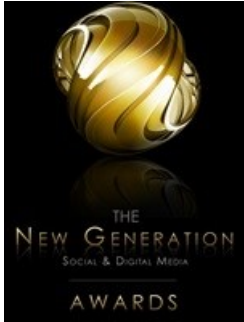


New Generation Awards 2014 winners announced

Now in its second year, the New Generation Social & Digital Media Awards that took place on 21 October at the Sandton Convention Centre saw a total of 67 awards handed out in 32 categories, with Unilever SA winning the Overall Social and Digital Winner Award - Corporate, and Liquorice winning agency of the year.



The New Generation Awards not only recognise the agencies but also the corporates and their in-house teams that were fundamental with the initialisation of the concepts and campaigns at hand.

Stephen Paxton, MD of New Generation Events said that the outstanding level of technical innovation amongst this year's campaigns proves that once again we are amongst very exciting times. Within a 12 month period, the bar has been raised, and then raised again.

With a 200% increase in entries for this year's awards, the standard of work saw a number of campaigns hitting well above the 70% benchmark.

The criteria that the judges consider when making their decisions were as follows

- Innovation - originality of campaigns submitted
- Creativity - uniqueness in implementation, concept and content
- Results and efficiency - resources used in achieving the results.
- Coverage (reach), engagement (rate of interactivity) and sales (lead generation resulting in new business)

New Generation Events would like to thank our partners, Endemol SA and Oude Meester, and congratulate each and every winner for their achievements, we look forward to seeing what you have in store for us in 2015.

Winners list

Category: SMME/Corporate Awards

Most innovative use of social media

- Gold: Yonder media - Tastic Red Pot Campaign
- Silver: Unilever SA - Pink and Black - Liquorice

Most innovative use of digital media

- Gold: Yonder Media - Tastic Red Pot Campaign
- Silver: Flow SA - South African Tourism
- Bronze: MTN - Overshare - Aqua Online
- Bronze: Havas Worldwide - The Great Debate

Outstanding Customer Care using Social Media

- Gold: Unilever SA - Ponds / Gorilla Media
- Silver: Unilever SA - What's for Dinner - Liquorice
- Bronze: MTN - Outstanding Customer Care - Aqua Online

Blogging Excellence

- Gold: OligvyPR - Anglo American Mining
- Silver: MTN - MTN. Blog.co.za - Aqua Online

Mobile Marketing Excellence

- Gold: Unilever SA - Stork bake - Gorilla Media
- Silver: Unilever SA - Ponds - Gorilla Media

Best Low Budget Campaign

- Gold: Distell - Amarula Gold Launch - Liquorice
- Silver: FlowSA - World Wildlife Foundation #iam4rhinos campaign

Most Viral Campaign

- Gold: Unilever SA - Sunlight share the happy - Mindshare
- Silver: Unilever SA- Flora Tears -Notabene

Best use of Technical Innovation

- Gold: SABMiller - Castle Lite Truck - Liquorice

- Silver: Yonder Media - Tastic Red Pot Campaign

Best Integrated Marketing Campaign

- Gold: The Publishing Partnership SA/ TPPSA
- Silver: Unilever SA - Dove Real Beauty - Quirk

Best Online PR campaign

- Gold: Unilever SA - Magnum Pink and Black - Liquorice
- Silver: Unilever SA - Vaseline Skin Analysis - Liquorice
- Bronze: OligvyPR - Anglo American Mining

Most Innovate App

- Gold: New Media - Vodacom Rugby App
- Silver: Metropolitan Health Risk Management - The HIV Clinical Guide Mobile App
- Bronze: Byte Orbit - Impress Me App

Excellence in Content Marketing

- Gold: Flow SA - South African Tourism
- Silver: Unilever SA - Dove Self Esteem - Mindshare
- Bronze: SABMiller - Castle Lite - ECM

Best Use of Social Media in a Loyalty Programme

- Gold: SAB Miller - Castle Lite - ECM - Liquorice
- Silver: Flow SA - South African Tourism # Meet South Africa

Best Community Engagement Award

- Gold: Unilever SA - What's for Dinner - Liquorice
- Silver: Havas Worldwide - The Great Debate

Best Online Competition

- Gold: Unilever SA - WFD - Trolley Dash - Liquorice
- Silver: Mercedes Benz SA - GLA Adventure
- Silver: Unilever SA -AXE - Gorilla Media
- Bronze: ABSA BANK - Design Indaba - Make Think Become Did

Most innovative Gamification campaign

- Gold: Unilever SA - Fruttare Fruit Coupons

- Silver: SAB Miller - Castle Twerk - Trending Harlem Shake - Liquorice
- Silver: DDBSA - Smuggle the Rainbow - Taste The Rainbow
- Bronze: ABSA BANK - Design Indaba - Make Think Become Did

Agency Awards

Most Innovative digital campaign by a small agency

- Gold: TwoAM- Redbull beat Battle 2014
- Silver: DDBSA - Smuggle the Rainbow - Taste the rainbow

Most innovative digital campaign by a large agency

- Gold: Liquorice - Magnum Pink and Black
- Silver: Base 2 Digital Agency - ABSA April Fools' 2014

Most innovative Social Media by a large agency

- Gold: Liquorice - Magnum Pink and Black
- Silver: Yonder Media - Tastic Red Pot Campaign

Most viral campaign by an agency

- Gold: Mindshare - Sunlight #Share the Happy
- Silver: Base Two Digital Agency - ABSA April Fools' 2014

The Legacy Award

- Gold: Liquorice - Liquorice Magnum Twitter Auction
- Silver: Flow SA - South African Tourism #Meet South Africa

Best Integrated Marketing Campaign by Agency

- Gold: Yonder Media - Tastic Red Pot Campaign
- Silver: Liquorice - magnum Pink and Black

Online Media and Tools

Corporate Website

- Gold: SAB Miller - Castle ECM / Castle Lite
- Silver: Stratitude - LexisNexis My Academic Corp Website
- Silver: TwoAm - Stoos Customs Corporate Website
- Bronze: Digitlab - The International Hotel School's Website

Best Intranet

- Gold: New Media - Magic Talk

Web Magazine

- Gold: New Media - DSTV MyMag

Best Online newsletter

- Gold: MTN - # Overshare - MTN Newsletter - Aqua Online

Special Awards

Outstanding Contribution to Social Media

- Mike Saunders, CEO Digitlab

Digital Brand of the Year

- Unilever SA

Online Strategy of the Year

- SABMiller - Castle Lite

New Generation Overall Social and Digital Winner Award - Corporate

- Unilever SA

New Generation Overall Social and Digital Winner Award - Agency

- Liquorice

Top Graphic Designer

- Ryan Levenson - NMF Design / Nelson Mandela Day - Flow SA

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