

# Winners of the 2020 New Generation Social & Digital Media Awards announced

The winners of the 2020 New Generation Social & Digital Media Awards were announced on Friday night during a 70 minute, live virtual awards ceremony.



Stephen Paxton, founder and owner of the awards comments; setting a standard for others to follow, we set the benchmark high and delivered a spectacular, fully interactive virtual awards ceremony.

Paxton adds, 2020 has been all about change, innovation and maintaining positive mental attitudes. Learning to adapt one's business model and work ethics to suit current situations. Situations that none of us could have prepared for.

With well over 400 entries received this year, I would like to thank each and every one of you for entering this year's awards and for going that extra mile in showcasing some truly exceptional work. Seeing this year's entries has installed faith back in me, knowing that South Africans no matter what challenges we are faced with, "Maak 'n Plan".

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.

We saw greater focus on community engagement based campaigns and the innovation shown by brands to capture audiences throughout the past 12 months, especially over the past 6 months during lockdown, has been second to none,

says Paxton.

If you missed the ceremony, you can watch the entire show [here](#).

Here are the winners:

## Corporate Awards

### Best Revenue Generating Marketing Campaign or Event

#### ***Bronze winner***

Barloworld by The Riverbed Agency  
Barloworld Khula Sizwe

#### ***Silver winner***

Weylandts  
Digital Optimization  
Lockdown Winter Sale

#### ***Silver winner***

ABInBev  
Vizeum and DraftLine  
Stella Artois #SaveMySpot

#### ***Gold winner***

Vodacom South Africa  
Ogilvy  
Shake!Up Summer

### Best Social Media Reach from an Event

#### ***Silver winner***

KFC SA  
Playmakers Sponsorship  
#KFCProposal

### Best Online Competition

#### ***Bronze winner***

Jameson  
Rapt Creative

#### ***Bronze winner***

Reboost  
Hellosquare  
#PowerUpChallenge

#### ***Silver winner***

Microsoft - Xbox  
Clockwork  
Control your Discount

***Gold winner***

Telkom South Africa  
Artifact Advertising  
Telkom Black Friday

**Most Innovative App Developed by a Corporate**

***Bronze winner***

The Nelson Mandela Foundation  
Flow Communications  
Nelson Mandela Annual Lecture 2020

***Silver winner***

ForKeeps  
Keeping Memories Forever

**Best Use of Technical Innovation**

***Bronze winner***

Castle Lite  
Promise Group  
Cold Tracker

***Silver winner***

Western Cape DoH  
Covid-19 Public-Facing Dashboard

***Gold winner***

Vodacom South Africa  
Wunderman Thompson  
Vodacom Social Media Command Centre

**Best Low Budget Campaign - Sponsored by JustPalm**

***Bronze winner***

Discovery Bank  
10th Street  
Discovery 947 Ride Joburg

***Silver winner***

KFC SA  
Playmakers Sponsorship and Edleman PR  
#KFCProposal

***Gold winner***

Telkom South Africa  
Artifact Advertising  
Telkom Black Friday  
Mobile Marketing Excellence

***Silver winner***

Tinkies

Hellosquare  
Celebrate Everything

***Gold winner***

Vodacom South Africa  
Ogilvy  
Shake!Up Summer

## **Blogging Excellence**

***Silver winner***

Maropeng  
Flow Communications  
Maropeng

***Gold winner***

Vodacom South Africa  
New Media  
Vodacom now! Blog

## **Most Innovative Use of Social and Digital Media by a Corporate - Sponsored by JustPalm**

***Bronze winner***

Vodacom South Africa  
Ogilvy  
Shake!Up Summer

***Silver winner***

Netflix  
Clockwork & Eclipse Communications  
*Blood & Water*

***Silver winner***

Tinkies  
Hellosquare  
Celebrate Everything

***Gold winner***

Chicken Licken  
Joe Public Connect  
Everyone's talking about it

## **Most Innovative Gamification Campaign**

***Bronze winner***

Telkom South Africa  
Artifact Advertising  
Telkom Black Friday

***Gold winner***

Vodacom South Africa

Wunderman Thompson  
Gig Game

## Best Community Engagement Award

### ***Bronze winner***

Yoco  
Avatar  
#ShopTheStreets

### ***Silver winner***

Siqalo Foods Flora  
PHD and Metropolitan Republic  
Stay Home, Stay Healthy

### ***Gold winner***

KFC SA  
Playmakers Sponsorship and Edleman PR  
#KFCProposal

### ***Gold winner***

Vodacom South Africa  
Wunderman Thompson  
Vodacom Social Media Command Centre

## Excellence in Content Marketing - Sponsored by JustPalm

### ***Bronze winner***

Chicken Licken  
Joe Public Connect  
Everyone's talking about it

### ***Silver winner***

Capitec  
John Brown Media South Africa  
Capitec Move campaign

### ***Gold winner***

Nestlé -KitKat  
Joe Public Connect  
Take a break and celebrate your city

## Best Online PR Campaign

### ***Bronze winner***

Tiger Brands  
DNA Brand Architects  
Tastic #MyHeritage Campaign

### ***Silver winner***

Nedbank  
Levergy

#TeamUp4KZN

***Gold winner***

Suzuki South Africa

Penquin

#DoYou – Suzuki S-Presso launch

**Best Integrated Marketing Campaign by a Corporate - Sponsored by JustPalm**

***Bronze winner***

Sabric

So Interactive

Some things shouldn't be shared

***Silver winner***

Vodacom South Africa

Ogilvy

Shake!Up Summer

**Most Viral Campaign - Sponsored by JustPalm**

***Bronze winner***

Conversational LAB

Lunch is served

***Silver winner***

Castle Lite

Promise Group

The \$3 000 000 Call

***Gold winner***

KFC SA

Playmakers Sponsorship and Edleman PR

#KFCProposal

**Best Use of Social Media to Research and Evaluate**

***Gold winner***

Aware.org

The Riverbed Agency

Under Age Drinking

**Agency awards**

**Best Augmented Reality Marketing Campaign by an Agency**

***Silver winner***

Oliver Marketing (U-Studio)

Unilever

OLA TIC

**Best use of Technical Innovative by an Agency**

***Silver winner***

Promise Group  
Castle Lite  
Cold Tracker

**Most Innovative App Developed by an Agency**

***Bronze winner***

Retroactive  
MatchKit  
The Launch of MatchKit.co

***Silver winner***

Flume Digital Marketing & PR  
Orlando Pirates  
The Official Orlando Pirates App

***Gold winner***

Arc Interactive  
Dis-Chem  
Dis-Chem App

**Most Viral Campaign by an Agency**

***Bronze winner***

Retroactive  
Ryobi  
Kirsten Landman's Road to Dakar

***Silver winner***

The Hardy Boys & Avatar  
Aromat  
#ATasteOfMzansi

***Silver winner***

Flow Communications  
Heartlines  
#ValuesAndMoney

***Silver winner***

The Riverbed Agency  
Aware.org  
Under Age Drinking

***Silver winner***

Eclipse Communications  
Netflix  
*Blood & Water* Season 1 Launch

***Gold winner***

Joe Public Connect  
Edcon - Jet

The Great Stigma Clearance

## **Most Innovative Social and Digital Media Campaign by a Small Agency**

### ***Bronze winner***

Rapt Creative

Jameson

Jameson Stay Inn

### ***Bronze winner***

Retroviral

Russell Hobbs

Russell Hobbs All Day Every Day

## **Most Innovative Social and Digital Media Campaign by a Med-Large Agency**

### ***Silver winner***

Joe Public Connect

Edcon - Jet

The Great Stigma Clearance

### ***Gold winner***

The Riverbed Agency

Aware.org

Underage Drinking

## **Best Influencer Marketing Campaign by an Agency - Sponsored by JustPalm**

### ***Bronze winner***

Joe Public Connect

Revlon

Revlon Photo ready Candid South African launch

### ***Silver winner***

Retroactive

Ryobi

Kirsten Landman's Road to Dakar

### ***Silver winner***

Eclipse Communications

Netflix

*Queen Sono* Season 1 Launch

### ***Gold winner***

Positive Dialogue Communications and Mark1

One Plus

One Plus 7T Pro launch

## **Best Integrated Marketing Campaign by an Agency**

### ***Bronze winner***

Vizeum & Ogilvy CPT



ABInBev

Carling Cup 2019

***Silver winner***

Joe Public Connect

Chicken Licken

Everyone's talking about it

***Silver winner***

Joe Public Connect

Edcon - Jet

The Great Stigma Clearance

***Gold winner***

Joe Public Connect

Nedbank

Secrets

***Gold winner***

The Riverbed Agency

Aware.org

Under Age Drinking

## **Blogging Excellence by an Agency**

***Bronze winner***

Flume Digital Marketing & PR

Nedbank

Together. Nedbank

***Bronze winner***

Arc Interactive

HIVSA Choma

Choma

***Silver winner***

Flow Communications

Maropeng

Maropeng Blog

## **Online media & tools awards**

### **Best Corporate Website**

***Silver winner***

Expedia

Joe Public Connect

Dominican Republic - Beyond the Beach

***Silver winner***

Nedbank

Flume Digital Marketing & PR

## Best Marketing Automation Campaign

### ***Bronze winner***

Polyflor South Africa  
Spitfire Inbound  
Specialist Advice Campaign

### ***Gold winner***

Suzuki South Africa  
Penguin & Spitfire Inbound  
Digital Growth with Inbound

## Best Online Newsletter

### ***Bronze winner***

Old Mutual Corporate  
John Brown South Africa  
MiNDSPACE mailer series

### ***Silver winner***

Vodacom South Africa  
New Media  
Vodacom now! Blog

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

### ***Bronze winner***

Oracle Media  
In Conversation with

### ***Silver winner***

Coronation Fund Managers  
Vizeum  
The World is Yours

### ***Gold winner***

RCL Foods - Bobtail  
M&C Saatchi Connect  
Mzanzi's biggest online meet up!

## Special awards:

### The New Generation Top Graphic Designer of the Year Award

#### ***Gold winner***

Thapelo Mmoloke  
CBR Marketing Solutions

### The New Generation Digital Brand of the Year Award

***Gold winner***

Vodacom South Africa

**The New Generation Social Wiz of the Year Award - sponsored by Disrupt Technology Advisors**

***Gold winner***

Tammy Tal

Flume Digital Marketing & PR

**The New Generation Best Agency Community Engagement Manager of the Year Award - Sponsored by Disrupt Technology Advisors**

***Gold winner***

Justin James

The Hardy Boys

**The New Generation Online Strategy of the Year Award**

***Joint Gold winners***

Weylandts

Digital Optimization

Lockdown Winter Sale

***Joint Gold winner***

Jet - Edcon

Joe Public Connect

**The New Generation Small Agency of the Year Award**

***Gold winner***

Digital Optimization

**The New Generation Medium-Large Agency of the Year Award**

***Gold winner***

Joe Public Connect

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

***Gold winner***

Vodacom South Africa

**Student Awards**

**The New Generation Overall Student of the Year Award - sponsored by Disrupt Technology Advisors**

***Gold winner***

Payal Maharajh

University of Johannesburg

#My Indaba

## **New Generation Overall Student Group of the Year Award - sponsored by Disrupt Technology Advisors**

### ***Gold winner***

She Is King

University of Johannesburg

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