

SA Rugby steals the show at the 2024 New Generation Awards

SA Rugby stole the show at this year's New Generation Awards, winning multiple awards including the Black Onyx Award for Digital Brand of the Year, Online Strategy of the Year, and Overall Social & Digital Corporate of the Year Awards with Dialogue.



The 2024 New Generation Awards took place recently on Thursday 26 September in Sandton (Image supplied)

The 12th edition of the Awards, which are for social and digital media, integrated marketing and the online tech sector, was held on Thursday 26 September in Sandton and attracted over 500 submissions, from 10 corporates and agencies.

The 2024 Awards unveiled its newly redesigned New Gen Trophies and the rebranding of the overall Awards to the Black Onyx Awards.

Stephen Paxton, founder of the Awards explains that the Onyx symbolises enhanced communication and self-expression, just like the winners of these top honours whose individual performances and creative work leave a lasting impression.

He highlights that if a campaign exceeds its three primary benchmarks by a significant margin, it will not receive a highly commended award. Instead, it will be given multiple Gold, Silver, and Bronze awards as appropriate.

To provide some context, some campaigns awarded Silver had achieved Gold status, and some that received Bronze had achieved Silver status. As a result, the top-scoring campaigns will be recognized in order of their ranking.

New Gen also awards multiple Gold Silver, and Bronze awards to campaigns that have received the same overall score from the judges.

Black Onyx Award winners

The Black Onyx winners are:

- The New Generation Best Agency Community Engagement Manager of the Year Award: Shaheed Rajab, Special Effects Media
- The New Generation Digital Marketer of the Year Award: Dr. Mikaela de Villiers, KFC South Africa (YUM)
- The New Generation Top Graphic Designer Award of the Year Award - Sponsored by DStv: Shannon Spolander, Penguin
- The New Generation Top Animator of the Year Award: Beatrix du Plessis, Rapt Creative
- The New Generation Social-Wiz of the Year Award: Hazel Sebola, Rapt Creative
- The New Generation Digital Brand of the Year Award: SA Rugby, Dialogue
- The New Generation Online Strategy of the Year Award - Sponsored by Helm: SA Rugby and Dialogu for #BokFriday
- The New Generation Small Agency of the Year Award - Sponsored by Helm: Dialogue
- The New Generation Med-Large Agency of the Year Award: Clockwork
- The New Generation Overall Social and Digital Corporate of the Year Award: SA Rugby and Dialogue

All the winners

CORPORATE CATEGORIES:			
Best Revenue Generating Marketing Campaign or Event			
GOLD WINNER 2024	Telkom	Levergy	Stand Tall
SILVER WINNER 2024	Carspa	Flow Communications	Carspa AI CRM
SILVER WINNER 2024	Castle Lager	Retroviral	The GranBoks
BRONZE WINNER 2024	Showmax		Showmax relaunch
BRONZE WINNER 2024	DStv	Helm	DStv Intelligent Sales Assistant
Best Social Media Reach from an Event/Activation			
GOLD WINNER 2024	Reebok	The Bread	Reebok Back Like We Never Left
GOLD WINNER 2024	Spotify	VML	Spotify Greasy Tunes
SILVER WINNER 2024	Nelson Mandela Foundation	Flow Communications	21st Nelson Mandela Annual Lecture (2023)
BRONZE WINNER 2024	Unilever SA	FreshAF	AXE Fresh Neighbours - Road to Hey Neighbour
Best Online Competition			
GOLD WINNER 2024	Jacaranda FM		BIG Freeze
SILVER WINNER 2024	Mondelēz South Africa	Saatchi & Saatchi a Publicis Groupe Company	OREO OUR WAY
SILVER WINNER 2024	Wimpy	Boom Group	The Most Welcoming Digital Banners
BRONZE WINNER 2024	Jacaranda FM		#WomenpreneurHerPerfectPitch
Most Innovative App Developed by a Corporate - Sponsored by DStv			
GOLD WINNER 2024	Netstar	Entelect	MyNetstar 2.0
SILVER WINNER 2024	1st for Women		1st for Women App
Best Use of Technical Innovation - Sponsored by Wimpy			
GOLD WINNER 2024	JAECOO	Clockwork	How we hijacked cars on YouTube

SILVER WINNER 2024	KFC South Africa		KFC Block Booked
SILVER WINNER 2024	Nedbank	The Brave Group	Nedbank NAR Africa Month Campaign
BRONZE WINNER 2024	South African Breweries	Futuretech and Dentsu	SAB Beerdle
Best Low Budget Campaign			
GOLD WINNER 2024	Nando's	VML	Hail Yeah Insurance
SILVER WINNER 2024	Unilever SA	Oliver Marketing	Dove Men+Care Rugby World Cup
BRONZE WINNER 2024	Aware.org	Clockwork	Drunk Drivers Stay For Free
BRONZE WINNER 2024	SA Rugby	Dialogue	#BokFriday
Mobile Marketing Excellence			
GOLD WINNER 2024	Tinkies	Hellosquare	Flavour Our Feed
GOLD WINNER 2024	Windhoek	Heed with Denstu RedStar	a-heed-of-the-curve
SILVER WINNER 2024	Vodacom	VML	30th Birthday
SILVER WINNER 2024	South African Breweries	Futuretech and Dentsu	SAB Beerdle
BRONZE WINNER 2024	Nivea	Futuretech and CARAT	Nivea Face PR Luminous
BRONZE WINNER 2024	Nedbank	The MediaShop and Lucid	Nedbank Money App
Blogging Excellence			
SILVER WINNER 2024	Sanlam Reality	Machine a Publicis Groupe Company	Content at the speed of culture
BRONZE WINNER 2024	Nancy Geenen	Flow Communications	Nancy Geenen: Inclusive Leadership
Most Innovative Use of Social and Digital Media			
GOLD WINNER 2024	Aware.org	Clockwork	Drunk Drivers Stay For Free
GOLD WINNER 2024	Nelson Mandela Foundation	Flow Communications	21st Nelson Mandela Annual Lecture (2023)
SILVER WINNER 2024	Nando's	VML	Hail Yeah Insurance
BRONZE WINNER 2024	Mondeléz South Africa	Saatchi & Saatchi a Publicis Groupe Company	OREO OUR WAY
Most Innovative Gamification Campaign			
GOLD WINNER 2024	KFC South Africa		KFC Block Booked
SILVER WINNER 2024	Studio X, RCL FOODS	Hoorah Group	Wild Space The First Outpost
SILVER WINNER 2024	Woolworths	W.Creative	This Apple Can Save the World. Farming for the Future
BRONZE WINNER 2024	Unilever SA	Oliver Marketing	Lifebuoy - H for Handwashing
Best Community Engagement Award			
GOLD WINNER 2024	Nando's	VML	Voice of The People
SILVER WINNER 2024	SA Rugby	Dialogue	#BokFriday
BRONZE WINNER 2024	Mondeléz South Africa	Saatchi & Saatchi a Publicis Groupe Company	OREO OUR WAY
Excellence in Content Marketing			
GOLD WINNER 2024	Sanofi	Hoorah Group	Essentiale #NoFilter
GOLD WINNER 2024	Woolworths	W.Creative	This Apple Can Save the World. Farming for the Future
SILVER WINNER 2024	SA Rugby	Dialogue	#BokFriday

BRONZE WINNER 2024	Nedbank	Levergy	#Run4Avos
Best Online PR Campaign - Sponsored by DStv			
GOLD WINNER 2024	Telkom	Levergy	Stand Tall
SILVER WINNER 2024	Castle Lager	Retroviral	The GranBoks
BRONZE WINNER 2024	SARugby	Dialogue	#BokFriday
Best Integrated Marketing Campaign			
GOLD WINNER 2024	Sanofi	Futuretech, PHD, Ogilvy	Healthy Happy Children
SILVER WINNER 2024	Woolworths	W.Creative	This Apple Can Save the World. Farming for the Future
SILVER WINNER 2024	Telkom	Levergy	Stand Tall
BRONZE WINNER 2024	Unilever SA	Oliver Marketing, Edelman Africa	Dove Men+Care Care Conversations
Most Viral Campaign			
GOLD WINNER 2024	Aware.org	Clockwork	Drunk Drivers Stay For Free
SILVER WINNER 2024	Unilever SA	FreshAF	AXE Fresh Neighbours - Road to Hey Neighbour
BRONZE WINNER 2024	Nedbank	Levergy	#Run4Avos
BRONZE WINNER 2024	Wimpy	Sauce Advertising	Coalition Cups
Best Use of Social Media to Research and Evaluate			
GOLD WINNER 2024	dss+	Correlate Digital	Digitally Demystifying the Middle East
SILVER WINNER 2024	MultiChoice Group		DStv presents 'What's Next?'
SILVER WINNER 2024	Showmax		Showmax Premier League Research
BRONZE WINNER 2024	P&G	EssenceMediacom	Oral B – Power Up your Smile
Best Influencer Marketing Campaign			
GOLD WINNER 2024	Unilever SA	Oliver Marketing	Dove Men+Care Rugby World Cup
GOLD WINNER 2024	Telkom	Levergy	Stand Tall
SILVER WINNER 2024	Nelson Mandela Foundation	Flow Communications	21st Nelson Mandela Annual Lecture (2023)
BRONZE WINNER 2024	Nedbank	Levergy	#Run4Avos
Best Use of AI in a Marketing Campaign - Sponsored by Helm			
GOLD WINNER 2024	Nedbank	The Brave Group	Nedbank NAR Africa Month Campaign
SILVER WINNER 2024	Woolworths	W. Creative	This Is How We Do It
BRONZE WINNER 2024	Nedbank	Levergy	The Art of Wine
Best Email Marketing Campaign by a Corporate - Sponsored by DStv			
GOLD WINNER 2024	KFC South Africa		KFC Block Booked
SILVER WINNER 2024	Telesure Investment Holdings	Arc SA a Publicis Groupe Company	1st for Women Spreading Safety
BRONZE WINNER 2024	KFC South Africa		KFC CRM & Email Journeys
Best CRM Strategy Campaign by a Corporate			
GOLD WINNER 2024	KFC South Africa		KFC Block Booked
SILVER WINNER 2024	KFC South Africa		KFC CRM & Email Journeys

BRONZE WINNER 2024	Henley Business School South Africa	Spitfire Inbound	Making an impact with CRM
AGENCY CATEGORIES:			
Best Augmented Reality Marketing Campaign by an Agency			
BRONZE WINNER 2024	Hyphen Creatives	Rainbow Simply Chicken Chickees	Chickees Augmented Reality Shopper Experience
Best Use of Technical Innovation by an Agency			
GOLD WINNER 2024	Hearts & Science FZ LLC	KFC South Africa	Uncle Waffles Burger
GOLD WINNER 2024		Mondelēz South Africa	Give a Little Thanks
SILVER WINNER 2024	The Brave Group	Nedbank	Nedbank NAR Africa Month Campaign
SILVER WINNER 2024	Rookdigital & Dentsu Redstar	Heineken	Heineken Silver (Spotify API Integration)
SILVER WINNER 2024	Rookdigital & Wavemaker South Africa	BMW SA	BMW i7 & i8 Launch
BRONZE WINNER 2024	Rookdigital & VML	Nando's	Nando's Winter & Summer Meals
Most Innovative App Developed by an Agency			
GOLD WINNER 2024	Hoorah Group	Studio X, RCL FOODS	Wild Space The First Outpost
SILVER WINNER 2024	Publicis Commerce & Digitas Liquorice	Retail Cloud	Retail Cloud
Most Viral Campaign by an Agency			
GOLD WINNER 2024	Dialogue	SARugby	#BokFriday
GOLD WINNER 2024	Clockwork	Aware.org	Drunk Drivers Stay For Free
SILVER WINNER 2024	W.Creative	Woolworths	WRewards 'I Just Can't Get Enough'
BRONZE WINNER 2024	Retroviral	Castle Lager	The GranBoks
Most Innovative Social and Digital Media by a Small Agency - Sponsored by Helm			
GOLD WINNER 2024	Retroviral	Castle Lager	The GranBoks
SILVER WINNER 2024	Hellosquare	Tinkies	Tinkies – Made With You
BRONZE WINNER 2024	Correlate Digital	JAECOO	Driving New Brand Engagement
BRONZE WINNER 2024	The Digital Plug and Brand Leadership Group	BrandSA	BrandSA 2023 Rugby World Cup Amplification Campaign
Most Innovative Social and Digital Media by a Med-Large Agency			
GOLD WINNER 2024		Mondelēz South Africa	Give a Little Thanks
SILVER WINNER 2024	Clockwork	JAECOO	How we hijacked cars on YouTube
SILVER WINNER 2024	Hoorah Group	Nestlé Revolve	#NeedEnergy
BRONZE WINNER 2024	The 13th Floor	Glenryck Six Gun Grill	Glenryck Six Gun Grill Pilchards
Best Influencer Marketing Campaign by an Agency			
GOLD WINNER 2024	Levergy	Telkom	Stand Tall
GOLD WINNER 2024	EssenceMediacom	Coca-Cola SA	Coca-Cola Creations - Wozzaah
SILVER WINNER 2024	Levergy	Nedbank	#Run4Avos
BRONZE WINNER 2024	VML	Nando's	We Are The Voice Of The People
Best Integrated Marketing Campaign by an Agency - Sponsored by Wimpy			
GOLD WINNER 2024	Clockwork	Aware.org	Drunk Drivers Stay For Free
SILVER WINNER 2024	Retroviral	Castle Lager	The GranBoks

SILVER WINNER 2024	The 13th Floor	Glenryck Six Gun Grill	Glenryck Six Gun Grill Pilchards
BRONZE WINNER 2024	Levergy	Telkom	Stand Tall
BRONZE WINNER 2024	Hoorah Group	Enterogermina	Enterogermina "5th Child"
Blogging Excellence by an Agency			
GOLD WINNER 2024	New Media	Vodacom	Vodacom now! blog
SILVER WINNER 2024	SME South Africa	MTN	MTN SME Hub
Best Use of AI in Marketing Campaign Award by an Agency - Sponsored by Wimpy			
GOLD WINNER 2024	The Brave Group	Nedbank	Nedbank NAR Africa Month Campaign
SILVER WINNER 2024	Levergy	Nedbank	The Art of Wine
BRONZE WINNER 2024	The Brave Group	Nedbank	Nedbank Indalo Fund
Best Email Marketing Campaign by an Agency			
SILVER WINNER 2024	Flow Communications	American Tower Corporation (Africa)	IMPACT Campaign
Best CRM Strategy Campaign by an Agency			
GOLD WINNER 2024	Hoorah Group	Studio X, RCL FOODS	Wild Space
SILVER WINNER 2024	Ideahive	McDonald's	CRM Strategy
BRONZE WINNER 2024	Spitfire Inbound	Henley Business School South Africa	Making an impact with CRM
BRONZE WINNER 2024	Offlimit Communications	Restonic	Restonic Power Up Your Life
ONLINE MEDIA & TOOLS CATEGORIES:			
Best Intranet			
SILVER WINNER 2024	Wimpy	Sauce Advertising	Local Store Marketing System
Best Corporate Website			
GOLD WINNER 2024	CHAS EVERITT LUXURY	Stratitude	Website
SILVER WINNER 2024	Xbox	Clockwork	The Everyday Tactician
BRONZE WINNER 2024	South African Institute of Chartered Accountants	Flow Communications	SAICA Website
Best Marketing Automation Campaign			
GOLD WINNER 2024	Suzuki Auto South Africa	Spitfire Inbound & Penquin	Steering Suzuki to success with marketing automation
SILVER WINNER 2024	DStv	Helm	DStv Intelligent Sales Assistant
BRONZE WINNER 2024	Sanlam Money Saver	Machine a Publicis Groupe Company	Pivoting on real-time consumer feedback to double conversion targets
Best Online Newsletter			
GOLD WINNER 2024	Sanlam	Machine a Publicis Groupe Company	Earth Hour - a small switch, a big difference
SILVER WINNER 2024	AMIN Worldwide	Stratitude	Global Member Newsletter
SILVER WINNER 2024	Good Work Foundation	Flow Communications	Rural Education Revolution Newsletter
BRONZE WINNER 2024	CHAS EVERITT INTERNATIONAL PROPERTY GROUP	Stratitude	THE PROPERTY SIGNPOST
Best Use of Podcast/Vlog to Promote a Brand or Event			
GOLD WINNER 2024	Tourvest	The Real Network	First Time Traveller Competition
SILVER WINNER 2024	East Coast Radio		African Story Magic with Gcina Mhlophe
BRONZE WINNER 2024	Tourvest Travel Services	One on One Productions	The Window Seat
Best Online Magazine/Newspaper			

GOLD WINNER 2024	Sanlam Connect	Machine a Publicis Groupe Company	Accelerate Special Edition
SILVER WINNER 2024	Nutun Ngage	Machine a Publicis Groupe Company	Making AI meaningful
BRONZE WINNER 2024	Cape Town Tourism		Visitors' Guide 2024/25
STUDENT CATEGORIES:			
The New Generation Overall Student Group of the Year Award - Sponsored by Wimpy			
GOLD WINNER 2024	AAA School of Advertising (Cape Town Campus)		Uluntu Market
New Generation Overall Student of the Year Award - Sponsored by Wimpy			
GOLD WINNER 2024	Sophia Dekker	AAA School of Advertising (Cape Town Campus)	Labels of Love

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