

All the 2023 New Generation Awards finalists!

After judges evaluated more than 400 submissions, The New Generation Awards finalists have been announced.



Source: 123rf

“There were many stand-out campaign submissions this year that performed high above the radar and many initiatives from some of SA’s best-loved brands that we South Africans have become accustomed to during the past 12 months,” says founder Stephen Paxton.

“Many new agencies and corporates entered this year showcasing fresh and exciting work that truly grasps the concept of digital innovation and community engagement.”

“A big thank you to our esteemed judges for their insights and hard graft over the past three weeks, who each marked on average 75 submissions, with the entries and categories equally split among the 21-strong judging panel, each marked by a minimum of four judges.”

2023 Finalists

CORPORATE AWARD CATEGORIES:		
Best Revenue Generating Marketing Campaign or Event		
Absa Group Limited		Absa Load Shedding Solutions
Bonitas Medical Fund	Adclick Africa	Bonitas Price Freeze Campaign
Hertex Haus	Shift ONE Digital	Home Décor Google Search
KFC	Playmakers Sponsorship, Ogilvy, Mind Share, Hearts and Science	KFC Fryhard Fans Fuelled by KFC Delivery
MultiChoice	iProspect	FIFA World Cup Data-Driven Campaign
Nando's SA	VMLY&R	Nando's Bright Sides
Nedbank	Levergy	YouthX
Paramount	8909	The Monetisation Project
ROAR AFRICA	2Stories	ROAR AFRICA sales mailer nurturing
Steve Madden	Flume Digital Marketing and PR	Bonang Holiday Launch
Stimorol	Saatchi & Saatchi	Stimorol Flow.Lab
Vodacom	VMLY&R	Unlock Your Summer
Woolworths	Flume Digital Marketing and PR	Woolworths Easter 2023
Best Social Media Reach from an Event / Activation		

AB InBev Africa	Corona	Corona Sunsets Festival World Tour
DStv	Duma Collective	Big Brother Titans
ICC	Levergy	ICC Women's T20 World Cup 2023
Jameson	RAPT Creative	Jameson Distillery on Tour (JHB)
Johannesburg Film Festival	Duma Collective	Johannesburg Film Festival
Nedbank	Levergy	2023 Nedbank Cup
Nelson Mandela Foundation	Flow Communications	20th Nelson Mandela Annual Lecture
Robertsons	The Hardy Boys – a Wunderman Thompson Company	Famous for Flavour
SuperSport	Playmakers Sponsorship & FuturePlay	Sounds of the World Cup
SuperSport	Levergy	SuperSport 2023 FIFA World Cup
Top 16 Youth-Owned Brands Awards	Lerato Agency	The Gold Standard of Youth Excellence
Best Online Competition		
AMSTEL	Kasinomics & Mobitainment	AMSTEL THE ENTREPRENEUR
Mr Price		#MrPriceEverydayViral TikTok Campaign
SA Tourism	Wunderman Thompson South Africa	#XibelaniMoves
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
Xbox - Microsoft	Clockwork	Wakanda Forever
Most Innovative App Developed by a Corporate		
CarSpa AutoWash	Flow Communications	CarSpa AI Loyalty Campaign
Daily Maverick	Flow Communications	The Gathering
Shyft	Standard Bank South Africa	
Best Use of Technical Innovation		
Absa	Lumico	Nampo VR
Absa	Lumico	Absa Renewable 360 Website and VR Experience
Absa Home Loans	Dentsu	Loadshedding Solutions (NightVision)
Daily Maverick	Flow Communications	The Gathering
DStv (MultiChoice)	Helm	DStv Assist
Nando's SA	VMLY&R	Nando's Bright Sides
Shyft	Standard Bank South Africa	GLOBAL MONEY APP
Trophy Stout	Dentsu Creative Cape Town	Trophy Reclaim your DNA
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Best Low Budget		
AACL	The Hardy Boys – a Wunderman Thompson Company	Senior Pawfessionals
Absa Group Limited		Absa Load Shedding Solutions
Bain's Whisky	Hoorah Digital	Bain's Cocktail Studio
Burger King	Grey Advertising Africa	#KINGSIZE BUDGET SPEECH
CarSpa AutoWash	Flow Communications	CarSpa AI Loyalty Campaign
Chas Everitt	Stratitute	CHAS EVERITT GO
Jacaranda FM		Safe Space
MPAAliance	Flow Communications	Marine Protected Areas (MPA) Day 2022
MTN	Magna Carta Reputation Management Consultants	Smile FM, Smile for Ice Cream
Nelson Mandela Foundation	Flow Communications	20th Nelson Mandela Annual Lecture
Ombudsman	Serufe	KZN floods
Paramount	8909	The Monetisation Project
PNA	FGX Studios	Crayons to Contracts
RCL Foods	Lumico	Optimizer Elite
Sol Beer	RAPT Creative	Sol Taste The Sun
SPCA	Ignition Group	The Paw-fect Match
SYSPRO	Syte	SYSPRO International Women's Day Campaign
Top 16 Youth-Owned Brands Awards	Lerato Agency	The Gold Standard of Youth Excellence
Top 16 Youth-Owned Brands Awards	Lerato Agency	Real Recognizes Real
Toyota Gaming Engine	HaveYouHeard Group	TTGE Survive to Drive

Toyota Gaming Engine	HaveYouHeard Group	TTGE Thumbderdome: Season 2, Knuckles of Vengeance
Mobile Marketing Excellence		
DStv (MultiChoice)	Helm	DStv Assist
Kasinomics & Mobitainment	AMSTEL	AMSTEL THE ENTREPRENEUR
Mindshare, M&C Saatchi Abel, 2Stories	Standard Bank South Africa	Shyft Global Money App
Nando's SA	VMLY&R	Nando's Bright Sides
Vodacom	VMLY&R	Hearing Challenge
Blogging Excellence		
Camp Master	FGX Studios	
Sandton Central	FGX Studios	
Sanlam	Machine	Sanlam Reality - Wealth Sense blog
Trojan	FGX Studios	
Women Presidents Organization	Flow Communications	Grow WPO Campaign
Most Innovative Use of Social and Digital Media		
AACL	The Hardy Boys – a Wunderman Thompson Company	Senior Pawfessionals
CarSpa AutoWash	Flow Communications	CarSpa AI Loyalty Campaign
DStv (MultiChoice)	Helm	DStv Assist
Espresso Show	Cardova	
Heineken SA	RAPT Creative & Dentsu/Redstar	Strongbow Wena deCider
KOO	Hellosquare	Emoji Eats
Mr Price		#MrPriceEverydayViral TikTok Campaign
Nando's SA	VMLY&R	Nando's Bright Sides
Paramount	8909	The Monetisation Project
Prime Video	Machine	Jack Ryan S3 Binge-Watching Calendar
SA Tourism	Wunderman Thompson South Africa	#XibelaniMoves
Spotify	Machine	You Like It, We Got It
Standard Bank South Africa	Wunderman Thompson South Africa	App Series
The Alternative Power	Switch Energy Drink	#No More Shedding!
The Alternative Power	Switch Energy Drink	Home Affairs- South Africa you going to need the energy!
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Vodacom	VMLY&R	Hearing Challenge
Most Innovative Gamification Campaign		
Himalaya	Rookdigital	
MultiChoice Group		DStv Rewards
PepsiCo	Rookdigital	
Xbox - Microsoft	Clockwork	Wakanda Forever
Xbox - Microsoft	Clockwork	Hogwarts Legacy
Best Community Engagement Award		
AB InBev Africa	Carling Black Label	#TCIF – Thank Carling It's Friday
AMSTEL	Kasinomics & Mobitainment	AMSTEL THE ENTREPRENEUR
Bain's Whisky	Hoorah Digital	Pata Pata Reimagined
MTN	Magna Carta Reputation Management Consultants	Smile FM, Smile for Ice Cream
Nando's SA	VMLY&R	Nando's Bright Sides
Sol Beer	RAPT Creative	Sol Taste The Sun
Stimorol	Saatchi & Saatchi	Stimorol Flow.Lab
Tiger Brands	Offlimit Communications & Hellosquare	Jungle #DoLifeWithHeart
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Vodacom	VMLY&R	Hearing Challenge
Vodacom	VMLY&R	LoveNotes
Xbox - Microsoft	Clockwork	Wakanda Forever
Xbox - Microsoft	Clockwork	Hogwarts Legacy
Excellence In Content Marketing		
Alexforbes	Lattitude	ArchAngel Sponsorship

Anglo American	ByDesign Communications	PlatAfrica 2022
Defy	Hellosquare	Better Now, Better Future
DStv	Duma Collective	MultiChoice - Origins
ForAfrika	Flow Communications	Growing ForAfrika's media presence and awareness
KOO	Hellosquare	Emoji Eats
Mr Price		Mr Price Value Campaign
MultiChoice Group		DStv Rewards
Nando's SA	VMLY&R	Nando's Bright Sides
Nedbank	Levergy	2023 Nedbank Cup
Nivea	DNA Brand Architects	#ForYourShadeOfBeautiful
NIVEA	Dentsu Creative Cape Town and Carat	Wear Your Skin With Pride
Paramount	8909	The Monetisation Project
SA Tourism	Wunderman Thompson South Africa	#XbelaniMbves
Standard Bank South Africa	Wunderman Thompson South Africa	Save for it with Donovan Goliath
Standard Bank South Africa	Wunderman Thompson South Africa	App Series
SuperSport	Playmakers Sponsorship & FuturePlay	Africa XI
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
Toyota Gaming Engine	HaveYouHeard Group	TTGE Survive to Drive
Toyota Gaming Engine	HaveYouHeard Group	TTGE Thumbderdome: Season 2, Knuckles of Vengeance
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Virgin Active	Dentsu Creative Cape Town	Virgin Active Summer Guide
Women Presidents Organization	Flow Communications	Grow WPO Campaign
Best Online PR Campaign		
AACL	The Hardy Boys – a Wunderman Thompson Company	Senior Pawfessionals
Air Côte d'Ivoire	Flow Communications	Launch of Air Côte d'Ivoire's Johannesburg-Abidjan route
ForAfrika	Flow Communications	Cyclone Freddy news flashes
Good Work Foundation	Flow Communications	#TenYearsOfGoodWork campaign
Jacaranda FM		Safe Space
Jacaranda FM	SPAR	SPAR Carols by Candlelight
Jameson	RAPT Creative	Jameson Select Reserve Select Supper Circle
Nedbank	Levergy	#NedbankRunified for Mental Health
Nelson Mandela Foundation	Flow Communications	20th Nelson Mandela Annual Lecture
Nivea	DNA Brand Architects	#ForYourShadeOfBeautiful
Ombudsman	Serufe	KZN floods
Proudly South African	Flow Communications	Local Fashion Police competition
Stimorol	Saatchi & Saatchi	Stimorol Flow.Lab
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Best Integrated Marketing Campaign		
Defy	Hellosquare	Better Now, Better Future
ICC	Levergy	ICC Women's T20 World Cup 2023
Jacaranda FM		SPAR Carols by Candlelight
Jameson	RAPT Creative	Jameson Distillery on Tour (JHB)
KFC	Playmakers Sponsorship, Ogilvy, Mind Share, Hearts and Science	KFC Fryhard Fans Fueled by KFC Delivery+
Mr Price		Mr Price Value Campaign
Nando's SA	VMLY&R	Nando's Bright Sides
Shyft	Standard Bank South Africa	You won't find a cheaper dollar anywhere!
Spotify	Machine	You Like It, We Got It
Standard Bank South Africa	Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork	10% Millionaires
Stimorol	Saatchi & Saatchi	Stimorol Flow.Lab
SuperSport	Playmakers Sponsorship & FuturePlay	Africa XI
SYSPRO	Syte	SYSPRO International Women's Day Campaign
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search

Trophy Stout	Dentsu Creative Cape Town	Trophy Reclaim your DNA
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Vodacom	VMLY&R	Unlock Your Summer
Most Viral Campaign		
Alexforbes	Lattitude	ArchAngel Sponsorship
ICC	Levergy	ICC Women's T20 World Cup 2023
Mr Price		Mr Price Value Campaign
Mr Price		#MrPriceEverydayViral TikTok Campaign
MTN	Magna Carta	MTN Summer Campaign WINDfall
MultiChoice Group		kykNET Podcast
Nando's SA	VMLY&R	Voice of The People
Nelson Mandela Foundation	Flow Communications	20th Nelson Mandela Annual Lecture
Oliver Marketing	Unilever	Dove Men Try A Little Care
P&G	EssenceMediaCom	Gillette-Indoda Can Shave
Paramount	8909	The Monetisation Project
SA Tourism	Wunderman Thompson South Africa	#XbelaniMves
Standard Bank South Africa	Wunderman Thompson South Africa	Save for it with Donovan Goliath
Standard Bank South Africa	Wunderman Thompson South Africa	App Series
SuperSport	Playmakers Sponsorship & FuturePlay	Sounds of the World Cup
Tiger Brands	Offlimit Communications & Hellosquare	Jungle #DoLifeWithHeart
Trophy Stout	Dentsu Creative Cape Town	Trophy Reclaim your DNA
Best Use of Social Media to Research and Evaluate		
Paramount	8909	The Monetisation Project
Best Influencer Marketing Campaign		
DStv	Duma Collective	MultiChoice - Origins
Mr Price		#MrPriceEverydayViral TikTok Campaign
MultiChoice Group		DStv Rewards
Nedbank	Levergy	Nedbank YouthX
Nivea	DNA Brand Architects	#ForYourShadeOfBeautiful
SA Tourism	Wunderman Thompson South Africa	#XbelaniMves
Spotify	Machine	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Standard Bank South Africa	Wunderman Thompson South Africa	Save for it with Donovan Goliath
SuperSport	Playmakers Sponsorship & FuturePlay	Sounds of the World Cup
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
Tiger Brands	Offlimit Communications & Hellosquare	Jungle #DoLifeWithHeart
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Best Use of AI in Marketing Campaign Award		
CarSpa AutoWash	Flow Communications	CarSpa AI Loyalty Campaign
DStv (MultiChoice)	Helm	DStv Assist
AGENCY AWARD CATEGORIES:		
Best Augmented Reality Marketing Campaign by an Agency		
Dentsu Creative Cape Town	Trophy Stout	Trophy Reclaim your DNA
Dentsu Performance	Absa	Absa Abby Virtual Assistant
Zenith Media	Disney	Disney+ Winter Campaign
Best Use of Technical Innovation by an Agency		
Dentsu	Absa Home Loans	Loadshedding Solutions (NightVision)
Dentsu Performance	MultiChoice	Shaka iLembe Nightvision
Flow Communications	Daily Maverick	The Gathering
Flow Communications	CarSpa AutoWash	CarSpa AI Loyalty Campaign
Grey Advertising Africa	Savanna	Savanna Gugu
Grey Advertising Africa	Savanna	Savanna Dry Goods
Grey Advertising Africa	Savanna	Savanna Comedy Bar NFTs
Hellosquare	KOO	Emoji Eats
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
iProspect	MultiChoice	Data-Driven Dynamic DOOH

Lumico	Absa	Nampo VR
Lumico	Absa	Absa Renewable 360 Website and VR Experience
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
Ruby Digital		RubyLeads
VMLY&R	Nando's SA	Nando's Bright Sides
Zenith Media	VSA	VSA P2P
Most Innovative App Developed by an Agency		
Byte Orbit	Standard Bank South Africa	Shyft
Flow Communications	Daily Maverick	The Gathering
Flow Communications	CarSpa AutoWash	CarSpa AI Loyalty Campaign
Kilmer & Cruise	Hill's Pet Nutrition	Hill's Pet Matchmaker
Most Viral Campaign by an Agency		
Arora Online		Africa's Business Heroes
Dentsu Creative Cape Town	Trophy Stout	Trophy Reclaim your DNA
Duma Collective	Johannesburg Film Festival	Johannesburg Film Festival
Duma Collective	DStv	Big Brother Titans
Flow Communications	Nelson Mandela Foundation	20th Nelson Mandela Annual Lecture
Grey Advertising Africa	Burger King	#KINGSIZE BUDGET SPEECH
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Levergy	ICC	ICC Women's T20 World Cup 2023
Lumico	RCL Foods	Lauren Joseph - Optimizor Elite
Machine	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork	Standard Bank South Africa	10% Millionaires
Mindshare, MSL, Hoorah, Tilt	Avon	Avon Hydramatic
Playmakers Sponsorship & FuturePlay	SuperSport	Sounds of the World Cup
Unilever	Oliver Marketing (Ustudio) & Edelman Africa	Dove Men+Care Try A Little Care
Woolworths W Agency	Woolworths	WRewards Get a card. Get the wow
Wunderman Thompson South Africa	Nestle	How do you eat a Kit Kat?
Wunderman Thompson South Africa	Standard Bank South Africa	App Series
Zenith Media	Three Ships Whisky	Bourbon Cask
Most Innovative Social and Digital Media by a Small Agency		
Hellosquare	KOO	Emoji Eats
Stratitute	Chas Everitt	CHAS EVERITT GO
The Digital Plug	Hollard	#Amabreadwinner Phase 2
The Digital Plug	Hollard	Let's Get Living
Most Innovative Social and Digital Media by a Med-Large Agency		
ByDesign Communications	Anglo American	PlatAfrica 2022
Dentsu Creative Cape Town and Carat	NIVEA	Wear Your Skin With Pride
Dentsu Performance	MultiChoice	GOtv Big Brother Naija
Dentsu Performance	MultiChoice	DSTV Via Streaming Kenya
Dentsu Performance	NIVEA	Radiant & Beauty Launch
EssenceMediaCom	P&G	Gillette-Indoda Can Shave
Grey Advertising Africa	Savanna	Savanna Comedy Bar NFTs
Havas Johannesburg	Mneworker's Investment Company	MC Khulisani Ventures: Blacceleration
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Hoorah Digital	Bain's Whisky	Bain's Cocktail Studio
Machine	Prime Video	Jack Ryan S3 Binge-Watching Calendar
Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork	Standard Bank South Africa	10% Millionaires
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
The Hardy Boys – a Wunderman Thompson Company	AACL	Senior Pawfessionals
VMLY&R	Nando's SA	Nando's Bright Sides
Wunderman Thompson South Africa	The Coca-Cola Company	#WhatTheFanta Flavour Search
Wunderman Thompson South Africa	Standard Bank South Africa	Save for it with Donovan Goliath
Wunderman Thompson South Africa	Standard Bank South Africa	App Series
Wunderman Thompson South Africa	SA Tourism	#XibelaniMbves
Best Influencer Marketing Campaign by an Agency		

Arora Online		Africa's Business Heroes
DNA Brand Architects	Nivea	#ForYourShadeOfBeautiful
EssenceMediaCom	P&G	Gillette-Indoda Can Shave
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Lumico	RCL Foods	Lauren Joseph - Optimizor Elite
Machine	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Mindshare, MSL, Hoorah, Tilt	Avon	Avon Hydramatic
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
Playmakers Sponsorship & FuturePlay	SuperSport	Sounds of the World Cup
The Digital Plug	Hollard	Let's Get Living
The Digital Plug	Hollard	#Amabreadwinner Phase 2
Wunderman Thompson South Africa	Nestle	How do you eat a Kit Kat?
Wunderman Thompson South Africa	The Coca-Cola Company	#WhatTheFanta Flavour Search
Wunderman Thompson South Africa	Standard Bank South Africa	Save for it with Donovan Goliath
Wunderman Thompson South Africa	SA Tourism	#XbelaniMoves
Best Integrated Marketing Campaign by an Agency		
Cardova	Clover	Tropika Island of Treasure All Stars
DNA Brand Architects	Nivea	#ForYourShadeOfBeautiful
Duma Collective	DStv	Big Brother Titans
Duma Collective	Johannesburg Film Festival	Johannesburg Film Festival
Grey Advertising Africa	Savanna	Savanna Dry Goods
Hellosquare	Defy	Better Now, Better Future
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Lattitude	Alexforbes	ArchAngel Sponsorship
Levergy	ICC	ICC Women's T20 World Cup 2023
Lumico	RCL Foods	Optimizor Elite
Magna Carta	MTN	MTN Summer Campaign WINDfall
Mindshare, M&C Saatchi Abel, 2Stories	Standard Bank South Africa	Shyft Global Money App
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
Playmakers Sponsorship & FuturePlay	SuperSport	Africa XI
Playmakers Sponsorship, Ogilvy, Mind Share, Hearts and Science	KFC	KFC Fryhard Fans Fueled by KFC Delivery
Saatchi & Saatchi	Stimorol	Stimorol Flow.Lab
Stratitude	Chas Everitt	CHAS EVERITT GO
VMLY&R	Nando's SA	Nando's Bright Sides
Woolworths W Agency	Woolworths	WRewards Get a card. Get the wow
Wunderman Thompson South Africa	The Coca-Cola Company	#WhatTheFanta Flavour Search
Blogging Excellence by an Agency		
Flow Communications	Women Presidents Organization	Grow WPO Campaign
New Media	Vodacom	Vodacom now! blog
Best Use of AI in Marketing Campaign Award by an Agency		
Flow Communications	CarSpa AutoWash	CarSpa AI Loyalty Campaign
Grey Advertising Africa	Savanna	Savanna Gugu
Zenith Media	VISA	VISAP2P
ONLINE MEDIA & TOOLS CATEGORIES:		
Best Intranet		
PLP Group	Stratitude	PLP UNIVERSE
Best Corporate Website		
Bain's Whisky	Hoorah Digital	Bain's Cocktail Studio
Two Oceans Aquarium	Flow Communications	Two Oceans Aquarium Website
Best Marketing Automation Campaign		
CarSpa AutoWash	Flow Communications	CarSpa AI Loyalty Campaign
ROAR AFRICA	2Stories	The Greatest Safari on Earth
Sanlam	Machine	Sanlam Reality Open Market Acquisition
Best Online Newsletter		
DARE!	Havas South Africa	Dare #8 Mind Your Language
Drakenstein Municipality	Lumico	Vars e-Newsletter

Good Work Foundation	Flow Communications	Reimagine Education newsletter
Ombudsman	Serufe	The Briefcase- newsletter
Sanlam	Machine	Sanlam Retail Mass
South African Veterinary Council	Flow Communications	The Council's Voice – SAVC quarterly newsletter
Vodacom	New Media	Vodacom now! newsletter
Best Use of Podcast / Vlog to Promote a Brand or Event		
Adcock Ingram	CliffCentral.com	Beyond Madness
Bullbrand	CliffCentral.com	Bullbrand State Of The Strong Podcast
Catalytic	CliffCentral.com	UnBundled Podcast – powered by Catalytic
Jacaranda FM	True Crime South Africa	Die Afrikaanse weergawe
LegalWise	The Digital Plug	Youth Month Campaign
LegalWise	The Digital Plug	Labour Month Campaign
Markets.com	CliffCentral.com	Markets Mondays
MultiChoice Group		kykNET Podcast
Nestle	Wunderman Thompson South Africa	How do you eat a Kit Kat?
Best Online Magazine Newspaper		
Corruption Watch	Clockwork	
Nutun Digital Business Services	Machine	From TCR Ngage to Nutun Ngage
Sanlam	Machine	Sanlam Connect
OVERALL MAIN AWARD CATEGORIES:		
The New Generation Digital Brand of the Year Award		
Absa	Lumico	
Dove Men - Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
MultiChoice Group	DStv	DStv Rewards
Nando's SA	VMLY&R South Africa	
RCL Foods	Lumico	Optimisor
Vodacom	VMLY&R	
Xbox - Microsoft	Clockwork	Wakanda Forever
The New Generation Best Agency Community Engagement Manager Award		
Dipuo Tshoagong	Wunderman Thompson South Africa	
The New Generation Online Strategy of the Year Award		
NightVision	Dentsu	AdTech Solution
Anglo American	ByDesign Communications	PlatAfrica 2022
Bain's Whisky	Hoorah Digital	Pata Pata Reimagined
MultiChoice Group	DStv	DStv Rewards
Paramount	8909	Online Strategy
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Virgin Active	Dentsu Creative Cape Town	Virgin Active Summer Guide
Women Presidents Organization	Flow Communications	Grow WPO Campaign
Xbox - Microsoft	Clockwork	Wakanda Forever
The New Generation Small Agency of the Year Award		
Addick Africa		
Paradigm Connect		
The Digital Plug		
The New Generation Med-Large Agency of the Year Award		
Cardova		
Dentsu Performance		
Flow Communications		
Ruby Digital		
VMLY&R South Africa		
The New Generation Overall Social & Digital Corporate of the Year Award		
DStv	MultiChoice Group	DStv Rewards
Nando's SA	VMLY&R	
Vodacom	VMLY&R	
Woolworths	Woolworths W Agency	WRewards Get a card. Get the wow
The New Generation Digital Marketer of the Year Award		
MJ Khan	Sasol	

Zhuraan Glade	The Alternative Power	Switch Energy Drink
STUDENT AWARD CATEGORY:		
The New Generation Overall Student Group of the Year Award		
AAA School of Advertising		Ladles of Love
University of Johannesburg		Kids Haven
The IIE-Vega School & AAA School Of Advertising & Open Window Institute & University of Johannesburg		Neon Threads

The 2023 awards gala ceremony will be hosted at The Hilton Hotel Sandton, on 27 September.

For more, visit: <https://www.bizcommunity.com>