

# Here are the New Generation Awards finalists!

The finalists of the tenth annual New Generation Awards have been announced with hundreds of South African brands being represented by agencies, corporates and individuals.



## THE NEW GENERATION SOCIAL & DIGITAL MEDIA AWARDS

Picture supplied.

“Submissions have improved and increased year-on-year, with South African corporates, agencies, marketers and students producing some truly exceptional work” says New Generation’s founder, Stephen Paxton.

“Teams have become more technically minded, smarter strategies can be seen across multiple platforms, resulting in clever content with exciting conversations driving high engagement among the communities. The results achieved across a number of campaigns have been phenomenal,” concludes Paxton.



### Loeries Creative Week to be held in vibrant District Six, Cape Town

6 Sep 2022



For the second year running, singer, songwriter and actress Relebogile Mabotja, will host this year’s six hour awards show, which will be held on Thursday 29 September at The Ballroom, Monte Casino– Johannesburg. All winners will be announced live on stage. Entertainment comes to you from Cape Town singer Tyler Page.

## CORPORATE AWARDS

Best Revenue Generating Marketing Campaign or Event		
Botlierskop	SOMS Digital	SEO Campaign
Cape Town Tourism		Find Your Freedom
KFC South Africa	Fresh AF	KFC Treats Ziphathe Grand
Pollen Finance	Digital Optimization	Back the Brave
Sci-Bono Discovery Centre	Flow Communications	4IR campaign
Suzuki South Africa	Penguin and Spitfire Inbound	Festive - From me, To me
Unilever SA	Oliver Marketing (Ustudio)	Magnum Pints
Vodacom	VMLY&R South Africa	Unlock Summer
Volkswagen SA	Ogilvy	Game On

Woolworths SA	Flume Digital Marketing & PR	Woolworths Price Poultry Campaign
Woolworths SA	W.Agency	Welcome to Hopville
<b>Best Social Media Reach from an Event</b>		
AB InBev	Ogilvy	Carling Black Label. #NOEXCUSE Bride Armour
AB InBev	Ogilvy	Carling Black Label. Carling Cup. Your Game. Your Way
Heineken	Machine	Heineken All-Invitational
Jacaranda FM	Brandsmith	SPAR - Carols by Candlelight 2021
Showmax		The Real Housewives of Lagos
Standard Bank	Wunderman Thompson SA	It Can Be Only in SA
Volkswagen SA	Ogilvy	Game On
<b>Best Online Competition</b>		
BCX	Wunderman Thompson	2021 - BCX Digital Innovation Awards
BMW Motorrad South Africa	John Brown Media South Africa	Iceland Tour – The Great Escape
Elegant Fuel	Flow Communications	Elegant Fuel TikTok campaign
Hollard Insurance	Flow Communications	Hollard Do It On Purpose
Jacaranda FM	Brandsmith	Mzansi Quest 21
Michelin Tyre Company South Africa	League Digital	Michelin Cross Continent Cup
MTN South Africa	Magna Carta	#BigUpYourLocal
SPIPA	Flow Communications	Climate 360
StarBaby South Africa		
Tiger Brands	Hellosquare	Movite - Shintsha With Skhumba
Unilever SA	Oliver Marketing (Ustudio)	Ola Season 2021 2022
Volkswagen SA	Ogilvy	Game On
<b>Most Innovative App Developed by a Corporate</b>		
HOMi Lifestyle		HOMi App
Standard Bank		Shyft
<b>Best Use of Technical Innovation</b>		
Cape Town Tourism		Find Your Freedom
Dunlop Tyres SA	Joe Public United	Grandtrek Uncharted 2
Heineken	Futuretech Media and Dentsu Redstar	Truecommerce
Hollard Insurance	Flow Communications	Hollard Do It On Purpose
Jacaranda FM	Brandsmith	SPAR - Carols by Candlelight 2021
Jacaranda FM	Brandsmith	Mzansi Quest 21
KFC South Africa	Ogilvy	KFC Ramadaan Re-direct
Nedbank	Levergy	Tasting Notes A Story of Sound and Wine
Standard Bank		Shyft
Unilever SA	The Hardy Boys	Joko Donate Your Voice
Unilever SA	Oliver Marketing (Ustudio)	Wuhu X Shield
Unilever SA	Oliver Marketing (Ustudio)	Unilever Food Solutions AR Experience
Woolworths SA	W.Agency	Welcome to Hopville
<b>Best Low Budget</b>		
Bidvest Waltons	CBR Marketing Solutions	Bidvest Waltons Inverters
BMW Motorrad South Africa	John Brown Media South Africa	Scooter Coffee Campaign
Dunlop Tyres SA	Joe Public United	Grandtrek Uncharted 2
Green Door	Clockwork Media	#RewriteOurProverbs
Logitech	So Interactive	Logitech Work Anywhere Campaign
Marine Protected Areas	Flow Communications and Olivia Jones Communications	MPA Day
Reach for a Dream	Sauce Advertising	Let's Stand Together (Slipper Day 2022)
SYSPO	Spitfire Inbound	International Women's Day Campaign
UCOOK	Machine	Xhosa-fying Halloween
Vodacom	VMLY&R South Africa	Pride At Work Twitter Spaces
<b>Mobile Marketing Excellence</b>		
AB InBev	Ogilvy	Carling Black Label. Carling Cup. Your Game. Your Way.
BP Southern Africa	Rook Digital	BP Champions league
Eskom		Eskom Nkanyezi Programme Mobile Application
KFC South Africa	Ogilvy	KFC Ramadaan Re-direct

Sanofi-Aventis South Africa	Futuretech Media and OmniComm Media Group	A Leading Pediatric Offering
AB InBev	Promise Group	Castle Lite Lulu
Tiger Brands	Hellosquare	KOO - Only One
Vodacom	VMLY&R South Africa	Unlock Summer
WhatsForDinner	Digitas Liquorice	Loving Local
<b>Blogging Excellence</b>		
Flexability	Flow Communications	Flexability – #MyAbility
Nedbank	Flume Digital Marketing & PR	MoneyEDGE by Nedbank
Sanlam	Machine	Sanlam Reality-Wealth Sense
<b>Most innovative Use of Social and Digital Media</b>		
ABSA	Grid Worldwide and Carat	The IntARview
Digitas Liquorice	WhatsForDinner	Loving Local
Dunlop Tyres SA	Joe Public United	Grandtrek Uncharted 2
FOX	RAPT Creative	Find the Fox
Heineken	Machine	Heineken All-Invitational
Hellmann's	Digitas Liquorice	Make Taste Not Waste
Hollard Insurance	Flow Communications	Hollard Do It On Purpose
Marine Protected Areas	Flow Communications and Olivia Jones Communications	MPADay
Mondelez	Ogilvy	In Our Own Words
Mr Price		Quick Face Launch
Pollen Finance	Digital Optimization	Back the Brave
Siqalo Foods	The Hardy Boys	#StorkCountryEscape
AB InBev	Promise Group	Castle Lite Lulu
Suzuki SA	Penquin	Suzuki Celerio - #MoveSmart
Unilever SA	The Hardy Boys	Joko Donate Your Voice
Unilever SA	Oliver Marketing	Ola Season 2021 2022
Vega School	Digital Optimization	Vega School - Registration Boost
Volkswagen SA	Ogilvy	Game On
<b>Most Innovative Gamification Campaign</b>		
BMW South Africa	Futuretech Media and Dentsu	BMW 2 Series
Cape Town Tourism		Find Your Freedom
Hollard Insurance	Flow Communications	Hollard Do It On Purpose
Nestlé	Hoorah Digital SA	Nestlé Belly Bestie
Volkswagen SA	Ogilvy	Game On
<b>Best Community Engagement Award</b>		
AB InBev	Ogilvy	Carling Black Label. Carling Cup. Your Game. Your Way
ABSA	Grid Worldwide and Carat	The IntARview
Bayer Consumer Health		Bepanthen #MyTattooMyStory Campaign
Distell	Mscsports	Your Team, Your Richelieu, Your Way
Game Stores	King James Group JHB	Twitter Mosaic Experience
KFC South Africa	Fresh AF	KFC Treats Ziphathe Grand
Kimberley Clark	Ogilvy	Change The Tune
Michelin Tyre Company South Africa	League Digital	Michelin Cross Continent Cup
Mondelez	Ogilvy	In Our Own Words
MTN South Africa	Magna Carta	#BigUpYourLocal
Reach for a Dream	Sauce Advertising	Let's Stand Together (Slipper Day 2022)
AB InBev	Promise Group	Castle Lite Lulu
Volkswagen SA	Ultimate Media	Know Your Power brought to you by VW Amarok
WhatsForDinner	Digitas Liquorice	Loving Local
<b>Excellence in Content Marketing</b>		
Comed Health	Red September	Natura Rescue Day by Day
Dunlop Tyres SA	Joe Public United	Grandtrek Uncharted 2
Hills Pet Nutrition	Love Africa Marketing	Making CONTACT
Karan Beef	Fenix Marketing Solutions and Mndpool Productions	Making The Cut
KFC South Africa	Fresh AF	KFC Treats Ziphathe Grand
KFC South Africa	Entravision	50 Years of Finger Lickin' Good
Kimberley Clark	Ogilvy	Change The Tune

MTN	TBWA and Plus Narrative	One More Push, Share your Shot
Nedbank	Levergy	Tasting Notes A Story of Sound and Wine
Nedbank	Flume Digital Marketing & PR	MoneyEDGE by Nedbank
Old Mutual Corporate	John Brown Media South Africa	Nine Yards omnichannel campaign
AB InBev	Promise Group	Castle Lite Lulu
South African Breweries		Excise & The State of the Beer Economy
South African Tourism	Wunderman Thompson SA	A Year of Calabash
Standard Bank	Wunderman Thompson SA	It Can Be Only in SA
SuperSport	Levergy	Watch Them Rise – SuperSport Olympics
Telkom SA	Wunderman Thompson SA	Telkom Varsity Vibe Campaign 2022
Telkom SA	Wunderman Thompson SA	Telkom Summer Campaign 2021
The Coca-Cola Company	Wunderman Thompson SA	UzBheke - Responsible marketing
Tiger Brands	Hellosquare	Morvite - Shintsha With Skhumba
Tiger Brands	Hellosquare	Morvite - Give Me Strength
Tiger Brands	Hellosquare	Eat Well Live Well - 28 Days Till 28 May
Transaction Capital Risk	Machine	Employee Connect
Viceroy	Grey/ WPP Liquid	Viceroy Vul'Umlomo
Vodacom	VMLY&R South Africa	Content for the people
Vodacom	New Media	Vodacom now! blog
Volkswagen SA	Ogilvy	Game On
Woolworths SA	W.Agency	Celebrate Moments That Matter
Woolworths SA	W.Agency	Welcome to Hopville
<b>Best Online PR Campaign</b>		
AB InBev	Ogilvy	Carling Black Label. #NOEXCUSE Bride Armour
Hi-Tec	Hoorah Digital SA	Hi-Tec Freedom Shared
Hollard Insurance	Flow Communications	Hollard Big Ads for Small Business
Jacaranda FM	Brandsmith	Mzansi Quest 21
Nedbank	Levergy	Tasting Notes A Story of Sound and Wine
Sci-Bono Discovery Centre	Flow Communications	4IR campaign
<b>Best Integrated Marketing Campaign</b>		
AB InBev	Ogilvy	Carling Black Label. #NOEXCUSE Bride Armour
AB InBev	Ogilvy	Carling Black Label. Carling Cup. Your Game. Your Way
BP Southern Africa	House of Brave	BP EPL Campaign
Cape Town Tourism		Find Your Freedom
CliffCentral.com		BMWix - Drive Tomorrow, Today
Crosse & Blackwell	House of Brave	Kasi Magic Sauces Campaign
Dunlop Tyres SA	Joe Public United	Grandtrek Uncharted 2
Hills Pet Nutrition	Love Africa Marketing and Republic PR	Making CONTACT
Huletts	Gorilla	Huletts Grown With South African Kindness
Jacaranda FM	Brandsmith	Mzansi Quest 21
Jacaranda FM	Brandsmith	SPAR - Carols by Candlelight 2021
Liquid Intelligent Technologies Group Cloudmania		Thundering into life
Mastercard	Publicis Sapient	She is...Priceless
Michelin Tyre Company South Africa	League Digital	Michelin Cross Continent Cup
Mondelez	Ogilvy	In Our Own Words
Mr Price		Quick Face Launch
Showmax		The Wife
Pernod Ricard	So Interactive	Phakamisa iSpirit
Sanlam	Incubeta South Africa	Live With Confidence
Savanna Cider	Grey/ WPP Liquid	SAVANNA#TWMRRASHADE
Shoprite Holdings	99c	Checkers Sustainability #BetterForOurPlanet
Suzuki SA	Penquin and Spitfire Inbound	Suzuki SA - Strategic Growth
Telesure Investment Holdings		1st For Women - Fearless has a new name, Yours
Telkom SA	Wunderman Thompson SA	Telkom Summer Campaign 2021
Telkom SA	Wunderman Thompson SA	Telkom Varsity Vibe Campaign 2022
Tiger Brands	Hellosquare	Morvite - Shintsha With Skhumba
Tiger Brands	Hellosquare	Morvite - Give Me Strength

Tiger Brands	Hellosquare	Eat Well Live Well - 28 Days Till 28 May
Unilever SA	Oliver Marketing (Ustudio)	Magnum Pints
Vodacom	VMLY&R South Africa	Unlock Summer
Volkswagen SA	Ogilvy	Game On
<b>Most Viral Campaign</b>		
Brand Inc.	The Have You Heard Group	Toyota Thumbderdome
Cape Town Tourism		Find Your Freedom
Distell	Mscsports	Your Team, Your Richelieu, Your Way
Dorito's	Machine	Flamin' Hot Duets
Hellmann's	Digitas Liquorice	Make Taste Not Waste
Showmax		The Real Housewives of Lagos
Savanna Cider	Grey/ WPP Liquid	THE PEOPLE VS SAVANNA CIDER
AB InBev	Promise Group	Castle Lite Lulu
South African Breweries		Excise & The State of the Beer Economy
South African Breweries DraftLine		Lift The Ban
Volkswagen SA	Ogilvy	Game On
WhatsForDinner	Digitas Liquorice	Loving Local
<b>Best Use of Social Media to Research and Evaluate</b>		
UCOOK	Machine	Xhosa-fying Halloween
Vodacom	VMLY&R South Africa	Content for the people
<b>Best Influencer Marketing Campaign</b>		
Ballantine	RAPT Creative	Stay True Cities
Bayer Consumer Health		Bepanthen #MyTattooMyStory Campaign
Dorito's	Machine	Flamin' Hot Duets
DStv	Ogilvy	Box Office_Every Day is Halloween
Hellmann's	Digitas Liquorice	Make Taste Not Waste
Jameson	RAPT Creative	Jameson Supper Club
KFC	Avatar Agency	#HopeShapesYourWorld
KFC South Africa	Fresh AF	KFC Treats Ziphathe Grand
Kimberley Clark	Ogilvy	Change The Tune
Mondelez	Ogilvy	In Our Own Words
MTN South Africa	Magna Carta	The Go Show
Standard Bank	Wunderman Thompson SA	It Can Be Only in SA
The Coca-Cola Company	Wunderman Thompson SA	UzBheke - Responsible marketing
The Hollard Insurance Company	The Digital Plug	Amabreadwinner
UCOOK	Machine	Xhosa-fying Halloween

## AGENCY AWARDS

<b>Best Augmented Reality Marketing Campaign by an Agency</b>		
Brandsmith	Jacaranda FM	Mzansi Quest
Grid Worldwide and Carat	ABSA	The IntARiew
Hoorah Digital SA	Hi-Tec	Hi-Tec FreedomShared
Oliver Marketing	Unilever Food Solutions	Unilever Food Solutions AR Experience
<b>Best Use of Technical Innovation by an Agency</b>		
Digital Optimization	Vega School	Vega School - Registration Boost
Entravision	KFC South Africa	50 Years of Finger Lickin' Good
Flow Communications	Hollard Insurance	Hollard Do It On Purpose
Flume Digital Marketing & PR	Woolworths	Woolworths Easter 2022
Grid Worldwide and Carat	ABSA	The IntARiew
Hoorah Digital SA	Nestlé	Nestlé Belly Bestie
Machine	Transaction Capital Risk	Employee Connect
Mark1 Media and Consulting	Brutal Fruit	You Belong To Celebrate
Ogilvy	Volkswagen SA	Game On
Ogilvy	KFC South Africa	KFC Ramadaan Re-direct
Oliver Marketing (Ustudio)	Unilever SA	Wuhu X Shield
Oliver Marketing (Ustudio)	Unilever Food Solutions	Unilever Food Solutions AR Experience
Promise Group	AB InBev	Castle Lite Lulu

The Hardy Boys	Unilever SA	Joko Donate Your Voice
The Have You Heard Group	inBroadcasting	Sportscene Radio
<b>Most Innovative App Developed by an Agency</b>		
Hoorah Digital SA	Nestlé	Nestlé Belly Bestie
<b>Most Viral Campaign by an Agency</b>		
Arora Online	Garden Day	#GardenYaySA
Fenix Marketing Solutions and Mndpool Productions	Karan Beef	Making The Cut
Fresh AF	KFC South Africa	KFC Treats Ziphathe Grand
Hoorah Digital SA	Hi-Tec	Hi-Tec FreedomShared
Machine	Dorito's	Flamin' Hot Duets
Promise Group	AB InBev	Castle Lite Lulu
Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler
WAgency	Woolworths SA	Celebrate Moments That Matter
<b>Most Innovative Social and Digital Media by SMALL</b>		
Digital Optimization	Vega School	Vega School - Registration Boost
Fenix Marketing Solutions and Mndpool Productions	Karan Beef	Making The Cut
Fresh AF	KFC South Africa	KFC Treats Ziphathe Grand
Hellosquare	Tiger Brands	KOO - Only One
Red September	Comed Health	Natura Rescue Day by Day
Retroviral and Panther Punch	Checkers Sixty60	The Sixty60 Swindler
So Interactive	Pernod Ricard	Phakamisa iSpirit
So Interactive	Logitech	Logitech Work Anywhere Campaign
<b>Most Innovative Social and Digital Media by LARGE</b>		
Digitas Liquorice	Hellmann's	Make Taste Not Waste
Eclipse Communication	Netflix	I AMALL GIRLS LAUNCH
Flow Communications	SPIPA	Climate 360
Flow Communications and Olivia Jones Communications	Marine Protected Areas	MPADay
Flume Digital Marketing & PR	Woolworths	Valentine's Day 2022
Flume Digital Marketing & PR	Woolworths	Woolworths Christmas 2021 Campaign
Gorilla	THIRSTI	THIRSTI Waterboks
Gorilla	Hulets	The Hulets Sweet List
Grey/ WPP Liquid	Scottish Leader	Dramatique. The Scottish Leader Cocktail Theatre
Machine	Heineken	Heineken All-Invitational Banter
Magna Carta	MTN South Africa	The Go Show
Mark1 Media and Consulting	Greenpeace Africa	The World's Worst Decisions
Ogilvy	Mondelez	In Our Own Words
Ogilvy	DStv	Box Office_Every Day is Halloween
Ogilvy	Volkswagen SA	Game On
Ogilvy	KFC South Africa	KFC Ramadaan Re-direct
Ogilvy	Kimberley Clark	Change The Tune
Oliver Marketing (Ustudio)	Unilever SA	Shield 21 Day Workout
Oliver Marketing (Ustudio)	Unilever SA	Magnum Pints
Oliver Marketing (Ustudio)	Unilever SA	Ola Season 2021 2022
Promise Group	AB InBev	Castle Lite Lulu
The Digital Plug	The Hollard Insurance Company	Amabreadwinner
The Hardy Boys	Unilever SA	Joko Donate Your Voice
The Have You Heard Group	Brand Inc.	Toyota Thumbderdome
Wunderman Thompson South Africa	Sasol	Sasol Bursaries 2021
Wunderman Thompson South Africa	Microsoft	Surface Your Flow
<b>Best Influencer Marketing Campaign by an Agency</b>		
Arora Online	Garden Day	#GardenYaySA
Dialogue	Pepsi Co	Pepsi Change Your World Challenge
Dialogue	Azteco	From A To Bitcoin
Entravision 365 Digital	PEPSICO	Doritos "Flamin Hot"
Hellosquare	Tiger Brands	Movite - Give Me Strength
Hellosquare	Tiger Brands	Albany - Kasi Heroes
Hoorah Digital SA	Hi-Tec	Hi-Tec FreedomShared
Hoorah Digital SA	Bain's	Bain's Symphony

Levergy	New Balance	Mall of Africa Store Launch
Machine	UCOOK	Xhosa-fying Halloween
Ogilvy	DStv	Box Office_Every Day is Halloween
Ogilvy	AB InBev	Carling Black Label. Carling Cup. Your Game. Your Way
Ogilvy	Kimberley Clark	Change The Tune
Oliver Marketing (Ustudio)	Unilever SA	Shield 21 Day Workout
The Hardy Boys	Unilever SA	Joko Donate Your Voice
The Have You Heard Group	Brand Inc.	Toyota Thumbderdome
<b>Best Integrated Marketing Campaign by an Agency</b>		
Avatar Agency	KFC South Africa	#HopeShapesYourWorld
The et al GROUP	AVBOB	Warning! Viewer discretion is advised
Hellosquare	Tiger Brands	Eat Well Live Well - 28 Days Till 28 May
Hoorah Digital SA	Hi-Tec	Hi-Tec FreedomShared
Legacy Lifestyle Marketing Services	XT	It's Personal
Duke   Mark1   Dialogue	Pepsi	Pepsi Change Your World
Ogilvy	Mondelez	In Our Own Words
Ogilvy	AB InBev	Carling Black Label. Carling Cup. Your Game. Your Way
Ogilvy	AB InBev	Carling Black Label. #NOEXCUSE Bride Armour
Ogilvy	AB InBev	Castle Lite. Switch to Renewable
Oliver Marketing (Ustudio)	Unilever SA	Magnum Pints
Oliver Marketing (Ustudio)	Unilever SA	Shield 21 Day Workout
Red September	Comed Health	Natura Rescue Day by Day
So Interactive	Pernod Ricard	Phakamisa iSpirit
<b>Blogging Excellence by an agency</b>		
Flexibility	Flow Communications	Flexibility – #MyAbility
Sanlam	Machine	Sanlam Reality-Wealth Sense
Vodacom	New Media	Vodacom now! blog

## ONLINE MEDIA & TOOLS

<b>Best Intranet</b>		
Famous Brands	Sauce Advertising	Local Store Marketing System
<b>Best Corporate Website</b>		
Bestmed	Ogilvy	Making Bestmed Better
Exaro	Clockwork Media	
Genesis Analytics	Flow Communications	Genesis Analytics Website
KultraLab	Clockwork Media	
Nedbank	Levergy	Tasting Notes A Story of Sound and Wine
Nestlé	Wunderman Thompson SA	Kit Kat Global Website
Red Fox Group	Red Fox Connect	
<b>Best Marketing Automation Campaign</b>		
Heineken	Futuretech Media and Dentsu Redstar	Truecommerce
Rentokil	Spitfire Inbound	MRUSKILLER™ Air Purification Campaign
Sanlam	Machine	Sanlam Reality
Suzuki SA	Penquin and Spitfire Inbound	Auto-mation drives success
Telkom SA	Wunderman Thompson SA	Telkom Summer Campaign 2021
<b>Best Online Newsletter</b>		
Desmond & Leah Tutu Legacy Foundation	Flow Communications	Foundation Newsletter
Vodacom	New Media	Vodacom now! newsletter
<b>Best Use of Podcast/Vlog to Promote a Brand or Event</b>		
CliffCentral.com	BMW	BMWix - Drive Tomorrow, Today
CliffCentral.com	Adcock Ingram	Beyond Madness
Showmax		Devilsdorp
Volkswagen South Africa	Ultimate Media	Know Your Power brought to you by VW Amarok
<b>Best Online Magazine Newspaper</b>		
Sanlam	Machine	Sanlam Internal magazine - Engage
Sanlam	Machine	Sanlam Internal magazine - Connect



# SPECIAL AWARDS

The New Generation Top Graphic Designer of the year Award		
Andrew Mkandla	Wunderman Thompson	
Dominique Liebowitz	Cape Town Tourism	
Koketso Mbgale	CBR Marketing Solutions	
Nicole Esterhuizen	Clockwork Media	
The New Generation Digital Brand of the Year Award		
Brutal Fruit	iProspect South Africa	You Belong - The Fragrance by Brutal Fruit
Cadbury	Ogilvy	
Carling Black Label	Ogilvy	
Jacaranda FM	Brandsmith	Mzansi Quest
KFC South Africa	Entravision	50 Years of Finger Lickin' Good
KFC South Africa	Fresh AF	
South African Breweries		DraftLine
Suzuki SA	Penguin and Spitfire Inbound	
Vodacom	VMLY&R South Africa	Unlock Summer
Volkswagen SA	Ogilvy	Polo Game On
The New Generation Social Wiz of the year Award		
Danica Ehrke	CBR Marketing Solutions	
Tshidi Phali	Havas	
The New Generation Best Agency Community Engagement Manager of the year Award		
Chandre Partridge	PlusNarrative	
Phumudzo Tshiovhe	Levergy	
Refilwe Pitse	Wunderman Thompson	
The New Generation UX/UI Designer of the year Award		
Jay-Jay Prinsloo	Ogilvy	
Lionel da Silva	Flume Digital Marketing & PR	
The New Generation Online Strategy of the year Award		
Cadbury	Ogilvy	
Carling Black Label	Ogilvy	Carling Black Label - Carling Cup
Carling Black Label	Ogilvy	Bride Armour
Suzuki SA	Penguin and Spitfire Inbound	
Telesure Investment Holdings		1st For Women - Fearless 2.0
Volkswagen SA	Ogilvy	Polo Game On
Volkswagen SA	Ultimate Media	Know Your Power brought to you by VW Amarok
The New Generation Small Agency of the Year Award		
Digital Optimization	.	
Fenix Marketing Solutions	.	
Hellosquare	.	
Legacy Lifestyle Marketing Services	.	
The New Generation Med-Large Agency of the Year Award		
Flow Communications	.	
Flume Digital Marketing & PR	.	
Machine	.	
Mark1 Media and Consulting	.	
Ogilvy	.	
Penguin	.	
The New Generation Overall Social and Digital Corporate of the Year Award		
Cadbury	Ogilvy	
Carling Black Label	Ogilvy	
Jacaranda FM	Brandsmith	
Karan Beef	Fenix Marketing Solutions and Mindpool Productions	
Suzuki SA	Penguin and Spitfire Inbound	
Vodacom	VMLY&R South Africa	
Volkswagen SA	Ogilvy	
The New Generation Best Customer Experience (CX) of the Year Award		
Shell South Africa	Shell Downstream South Africa	



Standard Bank	Shyft
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## STUDENT AWARDS

The New Generation Overall Student of the Year Award		
Stellenbosch Academy of Design & Photography	Cheyenne Miller	ERACISM
Stellenbosch Academy of Design & Photography	Jared Laggar	ELI(MAN)ATE
The AAA School of Advertising	Teagan De Vries	SANBS App Design
The New Generation Overall Student Group of the Year Award		
University of Johannesburg	WeSpekboom	WeSpekboom
University of Johannesburg	Anchor your Culture	Anchor your Culture
University of Johannesburg	The Heart and Stroke Foundation South Africa	#ThandaUkuhlukahlukana
The AAA School of Advertising	Western Cape Blood Service	Red Umbrella
The AAA School of Advertising	Community Keepers	Let's build together
The AAA School of Advertising	Community Keepers	How can we help
The AAA School of Advertising	Western Cape Blood Service	New Season, New Life
The AAA School of Advertising	Western Cape Blood Service	Give the gift of tomorrow
The AAA School of Advertising	Western Cape Blood Service	We are powerful

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