

All the 2018 New Generation Social & Digital Media Awards winners!

On Thursday 27 September, the sixth annual New Generation Social & Digital Media Awards took place at MonteCasino.



See the full list of 2018 winners below...



Finalists announced for New Generation Social & Digital Media Awards 2018

4 Sep 2018



Corporate

Most Innovative Use of Social Media

GOLD WINNER: Black –Joe Public Connect – The Future of Entertainment

GOLD WINNER: Investec – Wunderman SA – The Interview

SILVER WINNER: Unilever South Africa – Surf – School of Shine

Most Innovative Use of Digital Media

GOLD WINNER: South African Breweries – Joe Public Connect – Your Business in Lights

SILVER WINNER: Unilever South Africa – Digitas Liquorice Surf – School of Shine

SILVER WINNER: Unilever South Africa – Gorilla – Shield – Pressure Moments

Blogging Excellence

GOLD WINNER: Gauteng Tourism Authority

SILVER WINNER: Penguin

Mobile Marketing Excellence

GOLD WINNER: Vodacom – Team Red Summer 2017 – Shake

SILVER WINNER: Unilever South Africa – Digitas Liquorice – OMO – Stains don't matter

Best Use of Social Media to Research and Evaluate

GOLD WINNER: Merck (iliadin) – Gorilla –Mimic Your Man

SILVER WINNER: DHL Africa – HaveYouHeard Marketing – Online Conversation & Sentiment Tracking

Best Low Budget Campaign

GOLD WINNER: Investec – Wunderman SA – The Interview

SILVER WINNER: ABinBev – DNA Brand Architects – #LionCanAtCannesLions Campaign

Most Viral Campaign

GOLD WINNER: Unilever South Africa – Digitas Liquorice – OMO – Father's Day Online Media Awards

SILVER WINNER: SANBS – Flow Communications – #NewBlood

SILVER WINNER: Old Mutual Limited – #On the Money Financial Institution

BRONZE WINNER: Vodacom – Team Red – Vodacom #YouthDay

Best Use of Technical Innovation

GOLD WINNER: Unilever South Africa – Digitas Liquorice Surf – School of Shine

SILVER WINNER: South African Breweries – Joe Public Connect – The Invisible Issue

SILVER WINNER: Reckitt Benckiser - G&G Digital – Harpic White & Shine Thick Bleach

Best Integrated Marketing Campaign

GOLD WINNER: Vodacom – Team Red Summer 2017 – Shake

GOLD WINNER: New Balance South Africa – Levergy – #BeProteas

SILVER WINNER: Digitas Liquorice – Surf – School of Shine

Best Online PR Campaign

GOLD WINNER: Famous Brands - DNA Brand Architects – Steers #Respek Nation

SILVER WINNER: Best Online PR Campaign Nelson Mandela Foundation – Flow Communications – Obama Lecture

Excellence in Content Marketing

GOLD WINNER: New Balance South Africa – Levergy – #BeProteas

SILVER WINNER: Unilever South Africa – Digitas Liquorice – Surf – School of Shine

BRONZE WINNER: Chicken Licken – Joe Public Connect – The Double Chick'n Boerie™ Burger Debate

Best Use of Social Media in a Loyalty Programme/Campaign

SILVER WINNER: Unilever South Africa – Digitas Liquorice – Surf-School of Shine

Best Community Engagement Award

GOLD WINNER: DHL Africa - HaveYouHeard Marketing – DHL Africa – Social Media Engagement

SILVER WINNER: Royco - Let's eat with Siphokazi – Arc South Africa

SILVER WINNER: Royco - Let's eat with Siphokazi –MediaCom

Best Online Competition

GOLD WINNER: Scholl - Arc South Africa – #InMyShoes

SILVER WINNER: Unilever South Africa – Gorilla – AXE: AXECESS Ibiza

Most Innovative Gamification Campaign

GOLD WINNER: 2018 South African Breweries – Joe Public Connect – Beer Finder – Cape Town

SILVER WINNER: 2018 Reckitt Benckiser – G&G Digital – Harpic White & Shine Thick Bleach

Best Social Media Reach from an Event

GOLD WINNER: 2018 New Balance South Africa – Levergy – #BeProteas

SILVER WINNER: 2018 DHL Express SA - HaveYouHeard Marketing – #DHLRugby7s

Best Revenue Generating Marketing Campaign/Event

GOLD WINNER: 2018 Vodacom -Team Red Summer 2017

SILVER WINNER: 2018 Unilever South Africa – Digitas Liquorice – Stains don't Matter

Online Media and Tools

Best Corporate Website

GOLD WINNER: Chicken Licken – Joe Public Connect

SILVER WINNER: Standard Bank – Wunderman SA

Best Intranet

GOLD WINNER: City Sightseeing – Flow Communications

SILVER WINNER: Steers Franchise – Sauce Advertising

Best Online Newsletter

BRONZE WINNER: Beyers Chocolates – Stratitude

BRONZE WINNER: Hollard – Flow Communications – #InsuranceTips

Best Marketing Automation Campaign

GOLD WINNER: Suzuki Auto South Africa - Penguin and Spitfire Inbound – Nowhere to go but UP

SILVER WINNER: Rentokil Initial – Spitfire Inbound – Digital Growth

Agency

Best Augmented Reality Marketing Campaign

GOLD WINNER: bizAR Reality – Burger King's BK Dino's Campaign

Most Innovative Digital Campaign by a Small Agency

SILVER WINNER: iClick Marketing – Dischem – Beauty Fair

BRONZE WINNER: FetchThem – Italtile – Immersion

Most Innovative Digital Campaign by a Med - Large Agency

GOLD WINNER: Joe Public Connect – South African Breweries – Your Business in Lights

SILVER WINNER: Zenith Media - Samsung South Africa – Fun #WithGalaxy S9

Most Innovative Social Media Campaign by a Small Agency

GOLD WINNER: Positive Dialogue Communications – Toy Kingdom – Agents of Fun Campaign

Most Innovative Social Media Campaign by a Med - Large Agency

GOLD WINNER: Joe Public Connect – Black – The Future of Entertainment

SILVER WINNER: Wunderman SA – Investec – The Interview
BRONZE WINNER: Cerebra – The Coca-Cola Company – Sprite Mashups

Most Viral Campaign by an Agency

GOLD WINNER: Cerebra – ABSA – #Budget2018
SILVER WINNER: Zenith Media – Samsung South Africa – Fun #WithGalaxy S9

Best App Developed by an Agency

SILVER WINNER: Flow Communications – City Sightseeing – City Sightseeing Business System

Best Integrated Marketing Campaign by an Agency

GOLD WINNER: DNA Brand Architects – AbInBev Castle Lite – Hold My Beer
SILVER WINNER: Joe Public Connect – Chicken Licken – The Double Chick'n Boerie™ Burger Debate
SILVER WINNER: Penguin & Spitfire Inbound - Suzuki Auto South Africa – Suzuki Ignis Launch
BRONZE WINNER: Stratitude – Indwe Risk Services – #Bringbackthemiddleman

Best Use of Social Media using Gather Online

SILVER WINNER: Slikouronlife – The Coca-Cola Company – Sprite #FillUpFNB

Best Influencer Marketing Campaign by an Agency

GOLD WINNER: Arc South Africa – Clover – #TheWhistlingChef
SILVER WINNER: Niche Guys – Unilever South Africa – Domestos - Flush Less
SILVER WINNER: Gorilla – Unilever South Africa – AXE: AXECESS Ibiza

Special Awards

Best Agency Community Engagement Manager Award

GOLD WINNER: Phumelele Dimba – Joe Public Connect

The New Generation Social Wiz Award

GOLD WINNER: Kevin McLennan – Artifact Advertising



#Newsmaker: "Our industry is saturated with social media folk" - Kevin McLennan

Jessica Tennant 27 Sep 2018



The New Generation Digital Brand of the Year Award

GOLD WINNER: Black – Joe Public Connect

The New Generation Online Strategy of the Year Award

GOLD WINNER: I'm Original – iSchool Press Team – #GirlSafe

The New Generation Top Graphic Designer Award

GOLD WINNER: Bianca Potgieter – Joe Public Connect

The New Generation Overall Social and Digital Corporate Winner Award

GOLD WINNER: South African Breweries – Joe Public Connect

The New Generation Medium – Large Agency of the Year Award

GOLD WINNER: Joe Public Connect

The New Generation Outstanding Student of the Year Award

GOLD WINNER: Julia Ridderhof – UJ – #ReimaginePlastic

New Generation was sponsored by MediaCom SA, Fujifilm SA - Instax, WeGather, LS24Colab, Unique Productions, Inside Man Media, Digital Film Services, Media Film Services & the IMC, Africa's Largest.

Entries for next year's awards open in May 2019, via www.newgenawards.co.za.

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