

# New Generation Social & Digital Media Awards winners announced

The winners of the 3rd Annual 2015 New Generation Social & Digital Media Awards have been announced. The event took place on 19 November at the Microsoft offices in Johannesburg.



Deep Fried Man and Morgan Beatbox entertained the crowd whilst MC 'Jon Gericke ensured that the night flowed smoothly.

Microsoft SA were the main awards partners, and for the third year running Endemol Shine Africa were category partners. New partners included WhySatisfy & Conversocial for the 'Sponsors of the Social Customer Care Award'.

Judges for the awards were Gillian Findlay, Desiree Gullan, Prakash Patel, Astrid Ascar and Kenneth Garvie.

Congratulations to the all the winners!

Full winners list:

## Corporate Awards

### **Most Innovative use of Social Media:**

- **Gold:** Unilever AXE AXECESS Mxit - Gorilla Creative Media
- **Silver:** SA Home Loans #TweetDreams - Liquorice
- **Bronze:** Anglo American Mining Indaba 2015 - Ogilvy PR

### **Most Innovative use of Digital Media:**

- **Gold:** Hungry Lion Lucky Bucket Campaign - Yonder Media
- **Silver:** Unilever Shield Missed Call "First in Africa" - Gorilla Creative Media

#### **Social Customer Care Award - Sponsored by WhySatisfy & Conversocial:**

- **Gold:** Unilever Knorr - WFD Instant Inspiration - Liquorice
- **Silver:** AVIS South Africa GetOutMore SA - Aqua
- **Bronze:** Anglo American Mining Indaba 2015 - Ogilvy PR
- **Bronze:** Capitec Bank - Whysatisfy

#### **Blogging Excellence:**

- Outright Gold Winner - MTN SA - MTN South Africa Blog ([www.mtnblog.co.za](http://www.mtnblog.co.za)) - Aqua

#### **Mobile Marketing Excellence:**

- **Gold:** Unilever OMO Fast Kids - Liquorice
- **Silver:** Distell Amarula 25th Birthday - Liquorice
- **Bronze:** Hungry Lion Lucky Bucket Campaign - Yonder Media

#### **Best use of Social Media to Research & Evaluate:**

- **Gold:** MTN Group - H1 ORM Findings - Aqua
- **Silver:** Unilever #MyFabulous - Aqua

#### **Best Low Budget Campaign:**

- **Gold:** Redbull South Africa Kas'Lami Thembisa - Mobitainment
- **Silver:** Ash Brook City Peaks - DDB SA
- **Bronze:** Biltong Traders Superbru Campaign - Just Perfect
- **Bronze:** Avis South Africa GetOutMore SA - Aqua

#### **Most Viral Campaign:**

- **Gold:** Coca-Cola South Africa 'Share a Coke' - Aqua
- **Silver:** Nelson Mandela Foundation Mandela Day - Flow Communications
- **Bronze:** Procter & Gamble #VenusLegsie - Grey Africa

#### **Best use of Technical Innovation:**

- **Gold:** Unilever #CelebrateWithMagnum - Liquorice
- **Silver:** Col' Cacchio Instagram Spin - TWOAM
- **Bronze:** KFC Sound Bite Ogilvy PR/Gloo@Ogilvy

### **Best Integrated Marketing Campaign by a Corporate - Sponsored by Endemol Shine Africa:**

- **Gold:** Unilever #CelebrateWithMagnum - Liquorice
- **Silver:** Unilever Magnum Celebrating 25 years of Pleasure - Mindshare
- **Silver:** Absa Bank 'DareToShare' - Base Two
- **Bronze:** Botswana Investment Trade Centre Digital Strategy Implementation Project - Onyx Digital
  
- **Bronze:** Hollard Daredevil Run - Flow Communications

### **Best Online PR Campaign:**

- **Outright Gold Winner** - Canderel SA #SugarFeelingtheCrunch - Gullan & Gullan

### **Most Innovative App:**

- **Gold:** Unilever OMO Fast Kids - Liquorice
- **Silver:** Lasher Tools - Red Cherry Media
- **Bronze:** South African Tourism Madiba's Journey App - Flow Communications

### **Excellence in Content Marketing - Sponsored by Endemol Shine Africa:**

- **Gold:** Unilever Knorr - WhatsForDinner - Liquorice
- **Silver:** Anglo American Mining Indaba 2015 - Ogilvy PR
  
- **Bronze:** Telkom Chomza Place - Mediacom

### **Best use of Social Media in a Loyalty Programme/Campaign:**

- **Outright Gold Winner** - Unilever OMO Fast Kids - Liquorice

### **Best Community Engagement Award:**

- **Gold:** South African Tourism #MeetSouthAfrica - Flow Communications
- **Silver:** Unilever AXE AXECESS Mxit - Gorilla Creative Media
- **Bronze:** Unilever - Knorr 'WhatsForDinner' - Liquorice

### **Best Online Competition:**

- **Gold:** Unilever #CelebrateWithMagnum - Liquorice
- **Silver:** Kellogg's Corn Flakes Changing Times - JWT
- **Bronze:** Dunlop SA #SafeSmartSexy - Women's Month Campaign - Whalley & Associates

### **Most Innovative Gamification Campaign:**

- **Gold:** Unilever OMO Fast Kids - Liquorice
- **Silver:** Col' Cacchio Instagram Spin - TWOAM

- **Bronze:** Redbull South Africa Kas' Lami Tembisa - Mobitainment

#### **Best Social Media Reach from an Event - New Category Sponsored by Endemol Shine Africa:**

- **Gold:** Unilever Magnum 'Celebrating 25 years of pleasure'- Mindshare
- **Silver:** MTN SA Jo 'burg Day Music Festival 2014 - Aqua
- **Bronze:** Standard Bank Relationship Banking/Always On Event - Magna Carta

#### **Online Strategy of the Year:**

- **Gold:** Unilever 'What's for Dinner' - Instant Inspiration - Liquorice
- **Silver:** Supa Quick - Sassy in the City - Artifact Advertising
- **Bronze:** South African Airways Ebola Awareness Campaign - Flow Communications

### **Online Media & Tools**

#### **Best Corporate Web-Site:**

- **Gold:** Col' Cacchio Web-Site - TWOAM
- **Silver:** Table Mountain Aerial Cableway Web-Site - Flow Communications
- **Bronze:** Cell C GetMore - Stratitude

#### **Intranet:**

- **Gold:** Indwe Risk Services In da Zone - Stratitude
- **Silver:** M-NET Magic Talk - New Media

#### **Best Online Newsletter:**

- **Gold:** Unilever 'What's for Dinner' Wigwam - Liquorice
- **Silver:** Col' Cacchio Slim Mailer - TWOAM

### **Agency Awards**

#### **Most Innovative Digital Campaign by a Small Agency:**

- **Outright Gold Winner** - Niche Digital - Unilever - Comfort 'Show Your Love with Lavender'

#### **Most Innovative Digital Campaign by a Large Agency:**

- **Gold:** Liquorice OMO Fast Kids - Unilever
- **Silver:** Yonder Media Lucky Bucket Campaign - Hungry Lion

#### **Most Innovative Social Media Campaign by a Large Agency:**

- **Gold:** Ogilvy PR/Gloo@Ogilvy/ Ogilvy JHB - Lucozade - Give Me Strength
- **Silver:** Liquorice - Marmite Battle of the Spreads - Pioneer Foods
- **Bronze:** Aqua MTN Zambia Iconic - MTN Group

#### **Best App Developed by an Agency:**

- **Gold:** Liquorice OMO Fast Kids - Unilever
- **Silver:** Niche Digital Comfort - Show Your Love with Lavender - Unilever
- **Bronze:** Flow Communications South African Tourism - Madiba's Journey App

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

- **Gold:** Ogilvy PR/Gloo@Ogilvy/ Ogilvy JHB - SAB - Castle Lager Boucher Legacy
- **Silver:** Yonder Media Lucky Bucket Campaign - Hungry Lion
- **Bronze:** Stratitude GetMore 247 - Cell C

### **The New Generation 2015 Overall Winners:**

#### **The New Generation Digital Brand of the Year 'Sponsored by Endemol Shine Africa:**

- Unilever Knorr - What's for Dinner

#### **The New Generation Social & Digital Corporate of the Year:**

- Unilever

#### **The New Generation Legacy Award:**

- Unilever OMO Fast Kids - Liquorice

#### **New Generation Agency of the Year 'Sponsored by Endemol Shine Africa:**

- Liquorice

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