

New Generation Awards adds judges, new categories

The judging panel for this year's New Generation Awards has grown from five to ten - a collective of diverse and experienced creative, client and tech minds, to ensure diverse opinion and unbiased input on each entry.

There are three new categories this year: The Best Revenue Marketing Campaign/Event, Best Marketing Automation Campaign and Best Community Engagement Manager.

The awards celebrate ingenuity, with a specific focus on results and insight-based success, which makes the awards unique amongst those largely dominated by equal parts emotion and ideation.

"The awards continually evolve to include new trends in social and digital media, new industry technology and platforms, as well as international trends making their way into South Africa," says New Generation Awards MD, Stephen Paxton. "This year sees a greater recognition of innovative use of automation: the software and platforms that allow marketers to attract new subscribers, gather consumer insights and nurture leads."

Paxton believes automated marketing systems will continue to grow both locally and internationally, which is what prompted the introduction of the new award category.



Desiree Gullan

Executive creative director and co-founder of G&G Digital, Desiree Gullan, is one of the judges on this year's panel. She believes the New Generation Awards are progressive and unparalleled in the awards industry. "The unique benefit of digital marketing over other channels is its measurability. The data tells you what you need to know. The success of each entry is judged objectively, based on auditable analytics. It is not enough to have a smart idea that never comes to fruition or tanks when it is executed – there needs to be hard data to prove success."

"There is a distinctly 'mathematical' approach to the judging – a fairer adjudication process than other awards, which are largely judged on emotion. At least three or four judges, measuring innovation, creativity, results and sales, see each entry. Judges do not adjudicate any categories their agencies have entered and all judging is done anonymously, online."

"Although there will always be an element of emotion involved, the judging criteria ensures that it is primarily about the results. A meaningful digital marketing experience is a smart idea executed brilliantly with the facts to back it up – that's how we'll be scrutinising each campaign."

Paxton maintains the judges still value ingenuity and creative brilliance, as a key factor in the judging process. "The entries submitted each year continue to amaze and delight, as agencies push themselves to conceptualise and execute breakthrough digital campaigns. This year will be no exception – in fact, I think it's going to be the most exciting year yet."

For more information, go to www.newgenawards.co.za.