

Levergy commended at 2019 New Generation Social & Digital Media Awards

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Sport and entertainment agency Levergy picked up an industry-leading four trophies at the 2019 New Generation Social & Digital Media Awards last Friday.



The night saw #Limitless, a campaign created for Sasol to grow and change perceptions in women's football, add a gold award for Best Online PR to its growing list of accolades (which includes a Prism Award, two Marketing Achievement Awards and global recognition as one of the top 10 global sponsorship campaigns of 2018).

Alongside #Limitless, Levergy was acknowledged with silver awards in the Best Social Media Reach for an Event category for the inaugural Mzansi Super League cricket tournament; Most Innovative use of Social Media by a corporate for SuperSport's Front Row Football, as well as bronze for Best Low Budget Campaign for New Balance's Worn As One.

Struan Campbell, Levergy co-founder, said, "We are proud of the work we continue to do for our clients and would like to thank the New Generation Awards for their recognition. Our mission is to always bring to life simple, creative ideas that deliver maximum impact for our clients. It is thus rewarding to have four different Levergy clients recognised across categories. We appreciate them for the continued support and the belief they have in our work."

The New Generation Social & Digital Media Awards are one of the most celebrated digital media awards in South Africa, honouring members of the industry for their innovative use of social and digital media, and cutting-edge use of online media and tools.

"We are immensely proud of the digital competency and approach we have developed and the growth we have seen in this sector at Levergy in recent years. We have what I believe to be leading methodologies and have recruited some of the industry's best talent, not only in the sport and entertainment sector but in South Africa as a whole. To be recognised at the New Generation Awards alongside South Africa's leading digital agencies is immensely rewarding," concluded Campbell.

For more information on Levergy and for contact details go to [Levergy.co.za](https://www.levergy.co.za) or follow [@levergy_sa](https://twitter.com/levergy_sa) on Twitter.

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Levergy is a leading sport and entertainment communications agency based in Johannesburg.

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