

Winners of the 2020 New Generation Social & Digital Media Awards announced

The winners of the 2020 New Generation Social & Digital Media Awards were announced on Friday night during a 70 minute, live virtual awards ceremony.



Stephen Paxton, founder and owner of the awards comments; setting a standard for others to follow, we set the benchmark high and delivered a spectacular, fully interactive virtual awards ceremony.

Paxton adds, 2020 has been all about change, innovation and maintaining positive mental attitudes. Learning to adapt one's business model and work ethics to suit current situations. Situations that none of us could have prepared for.

With well over 400 entries received this year, I would like to thank each and every one of you for entering this year's awards and for going that extra mile in showcasing some truly exceptional work. Seeing this year's entries has installed faith back in me, knowing that South Africans no matter what challenges we are faced with, "Maak 'n Plan".

Teams have become more technically minded, smarter strategies can be seen across multiple platforms, resulting in clever content, greater reach, and the engagement and results achieved with lower budgets have been phenomenal.

We saw greater focus on community engagement based campaigns and the innovation shown by brands to capture audiences throughout the past 12 months, especially over the past 6 months during lockdown, has been second to none,

says Paxton.

If you missed the ceremony, you can watch the entire show [here](#).

Here are the winners:

Corporate Awards

Best Revenue Generating Marketing Campaign or Event

Bronze winner

Barloworld by The Riverbed Agency
Barloworld Khula Sizwe

Silver winner

Weylandts
Digital Optimization
Lockdown Winter Sale

Silver winner

ABInBev
Vizeum and DraftLine
Stella Artois #SaveMySpot

Gold winner

Vodacom South Africa
Ogilvy
Shake!Up Summer

Best Social Media Reach from an Event

Silver winner

KFC SA
Playmakers Sponsorship
#KFCProposal

Best Online Competition

Bronze winner

Jameson
Rapt Creative

Bronze winner

Reboost
Hellosquare
#PowerUpChallenge

Silver winner

Microsoft - Xbox
Clockwork
Control your Discount

Gold winner

Telkom South Africa
Artifact Advertising
Telkom Black Friday

Most Innovative App Developed by a Corporate

Bronze winner

The Nelson Mandela Foundation
Flow Communications
Nelson Mandela Annual Lecture 2020

Silver winner

ForKeeps
Keeping Memories Forever

Best Use of Technical Innovation

Bronze winner

Castle Lite
Promise Group
Cold Tracker

Silver winner

Western Cape DoH
Covid-19 Public-Facing Dashboard

Gold winner

Vodacom South Africa
Wunderman Thompson
Vodacom Social Media Command Centre

Best Low Budget Campaign - Sponsored by JustPalm

Bronze winner

Discovery Bank
10th Street
Discovery 947 Ride Joburg

Silver winner

KFC SA
Playmakers Sponsorship and Edleman PR
#KFCProposal

Gold winner

Telkom South Africa
Artifact Advertising
Telkom Black Friday
Mobile Marketing Excellence

Silver winner

Tinkies

Hellosquare
Celebrate Everything

Gold winner

Vodacom South Africa
Ogilvy
Shake!Up Summer

Blogging Excellence

Silver winner

Maropeng
Flow Communications
Maropeng

Gold winner

Vodacom South Africa
New Media
Vodacom now! Blog

Most Innovative Use of Social and Digital Media by a Corporate - Sponsored by JustPalm

Bronze winner

Vodacom South Africa
Ogilvy
Shake!Up Summer

Silver winner

Netflix
Clockwork & Eclipse Communications
Blood & Water

Silver winner

Tinkies
Hellosquare
Celebrate Everything

Gold winner

Chicken Licken
Joe Public Connect
Everyone's talking about it

Most Innovative Gamification Campaign

Bronze winner

Telkom South Africa
Artifact Advertising
Telkom Black Friday

Gold winner

Vodacom South Africa

Wunderman Thompson
Gig Game

Best Community Engagement Award

Bronze winner

Yoco
Avatar
#ShopTheStreets

Silver winner

Siqalo Foods Flora
PHD and Metropolitan Republic
Stay Home, Stay Healthy

Gold winner

KFC SA
Playmakers Sponsorship and Edleman PR
#KFCProposal

Gold winner

Vodacom South Africa
Wunderman Thompson
Vodacom Social Media Command Centre

Excellence in Content Marketing - Sponsored by JustPalm

Bronze winner

Chicken Licken
Joe Public Connect
Everyone's talking about it

Silver winner

Capitec
John Brown Media South Africa
Capitec Move campaign

Gold winner

Nestlé -KitKat
Joe Public Connect
Take a break and celebrate your city

Best Online PR Campaign

Bronze winner

Tiger Brands
DNA Brand Architects
Tastic #MyHeritage Campaign

Silver winner

Nedbank
Levergy

#TeamUp4KZN

Gold winner

Suzuki South Africa

Penquin

#DoYou – Suzuki S-Presso launch

Best Integrated Marketing Campaign by a Corporate - Sponsored by JustPalm

Bronze winner

Sabric

So Interactive

Some things shouldn't be shared

Silver winner

Vodacom South Africa

Ogilvy

Shake!Up Summer

Most Viral Campaign - Sponsored by JustPalm

Bronze winner

Conversational LAB

Lunch is served

Silver winner

Castle Lite

Promise Group

The \$3 000 000 Call

Gold winner

KFC SA

Playmakers Sponsorship and Edleman PR

#KFCProposal

Best Use of Social Media to Research and Evaluate

Gold winner

Aware.org

The Riverbed Agency

Under Age Drinking

Agency awards

Best Augmented Reality Marketing Campaign by an Agency

Silver winner

Oliver Marketing (U-Studio)

Unilever

OLA TIC

Best use of Technical Innovative by an Agency

Silver winner

Promise Group
Castle Lite
Cold Tracker

Most Innovative App Developed by an Agency

Bronze winner

Retroactive
MatchKit
The Launch of MatchKit.co

Silver winner

Flume Digital Marketing & PR
Orlando Pirates
The Official Orlando Pirates App

Gold winner

Arc Interactive
Dis-Chem
Dis-Chem App

Most Viral Campaign by an Agency

Bronze winner

Retroactive
Ryobi
Kirsten Landman's Road to Dakar

Silver winner

The Hardy Boys & Avatar
Aromat
#ATasteOfMzansi

Silver winner

Flow Communications
Heartlines
#ValuesAndMoney

Silver winner

The Riverbed Agency
Aware.org
Under Age Drinking

Silver winner

Eclipse Communications
Netflix
Blood & Water Season 1 Launch

Gold winner

Joe Public Connect
Edcon - Jet

The Great Stigma Clearance

Most Innovative Social and Digital Media Campaign by a Small Agency

Bronze winner

Rapt Creative

Jameson

Jameson Stay Inn

Bronze winner

Retroviral

Russell Hobbs

Russell Hobbs All Day Every Day

Most Innovative Social and Digital Media Campaign by a Med-Large Agency

Silver winner

Joe Public Connect

Edcon - Jet

The Great Stigma Clearance

Gold winner

The Riverbed Agency

Aware.org

Underage Drinking

Best Influencer Marketing Campaign by an Agency - Sponsored by JustPalm

Bronze winner

Joe Public Connect

Revlon

Revlon Photo ready Candid South African launch

Silver winner

Retroactive

Ryobi

Kirsten Landman's Road to Dakar

Silver winner

Eclipse Communications

Netflix

Queen Sono Season 1 Launch

Gold winner

Positive Dialogue Communications and Mark1

One Plus

One Plus 7T Pro launch

Best Integrated Marketing Campaign by an Agency

Bronze winner

Vizeum & Ogilvy CPT

ABInBev

Carling Cup 2019

Silver winner

Joe Public Connect

Chicken Licken

Everyone's talking about it

Silver winner

Joe Public Connect

Edcon - Jet

The Great Stigma Clearance

Gold winner

Joe Public Connect

Nedbank

Secrets

Gold winner

The Riverbed Agency

Aware.org

Under Age Drinking

Blogging Excellence by an Agency

Bronze winner

Flume Digital Marketing & PR

Nedbank

Together. Nedbank

Bronze winner

Arc Interactive

HIVSA Choma

Choma

Silver winner

Flow Communications

Maropeng

Maropeng Blog

Online media & tools awards

Best Corporate Website

Silver winner

Expedia

Joe Public Connect

Dominican Republic - Beyond the Beach

Silver winner

Nedbank

Flume Digital Marketing & PR

Best Marketing Automation Campaign

Bronze winner

Polyflor South Africa
Spitfire Inbound
Specialist Advice Campaign

Gold winner

Suzuki South Africa
Penguin & Spitfire Inbound
Digital Growth with Inbound

Best Online Newsletter

Bronze winner

Old Mutual Corporate
John Brown South Africa
MiNDSPACE mailer series

Silver winner

Vodacom South Africa
New Media
Vodacom now! Blog

Best Use of Podcast/Vlog to Promote a Brand or Event

Bronze winner

Oracle Media
In Conversation with

Silver winner

Coronation Fund Managers
Vizeum
The World is Yours

Gold winner

RCL Foods - Bobtail
M&C Saatchi Connect
Mzanzi's biggest online meet up!

Special awards:

The New Generation Top Graphic Designer of the Year Award

Gold winner

Thapelo Mmoloke
CBR Marketing Solutions

The New Generation Digital Brand of the Year Award

Gold winner

Vodacom South Africa

The New Generation Social Wiz of the Year Award - sponsored by Disrupt Technology Advisors

Gold winner

Tammy Tal

Flume Digital Marketing & PR

The New Generation Best Agency Community Engagement Manager of the Year Award - Sponsored by Disrupt Technology Advisors

Gold winner

Justin James

The Hardy Boys

The New Generation Online Strategy of the Year Award

Joint Gold winners

Weylandts

Digital Optimization

Lockdown Winter Sale

Joint Gold winner

Jet - Edcon

Joe Public Connect

The New Generation Small Agency of the Year Award

Gold winner

Digital Optimization

The New Generation Medium-Large Agency of the Year Award

Gold winner

Joe Public Connect

The New Generation Overall Social & Digital Corporate of the Year Award

Gold winner

Vodacom South Africa

Student Awards

The New Generation Overall Student of the Year Award - sponsored by Disrupt Technology Advisors

Gold winner

Payal Maharajh

University of Johannesburg

#My Indaba

New Generation Overall Student Group of the Year Award - sponsored by Disrupt Technology Advisors

Gold winner

She Is King

University of Johannesburg

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