

All the 2021 Supersonic New Generation Awards finalists

The finalists of the 'Supersonic New Generation Awards' have been announced, featuring a record number of corporates, agencies and individuals representing 100s of South African brands.



Submissions have improved and increased year-on-year, with South African corporates, agencies and students producing some truly remarkable work. This is an affirmation that the industry is developing at a much faster pace than in previous years. "Looking through this year's entries has shown me 'that even through difficult times, South Africans, move forward, get stuck in and conquer,'" comments New Gen's founder, Stephen Paxton.

Teams have become more technically minded, smarter strategies can be seen across multiple platforms, resulting in clever content and greater reach and engagement, and the results achieved across a number of campaigns has been phenomenal.



The New Generation Social & Digital Media Awards announces Supersonic as its 2021 Headline Naming Sponsor

Lavello Marketing Solutions 26 Aug 2021



"I would like to thank our esteemed judges for all their hard work over the past two weeks marking this year's entries, and to our headline sponsors Supersonic, Gold sponsors Futuretech Media and Bronze sponsors Wunderman Thompson for your invaluable support and to everyone that entered the awards. You have outdone yourselves and showcased some truly exceptional work."

Singer, songwriter and actress Relebogile Mabotja, will host this year's hybrid awards show, which will be held on 23 September at The Dome, Hybrid Studios – Johannesburg and starts at 7PM. Entertainment comes to you from music prodigy - James Deacon.

The full virtual ceremony is free to watch and will be streamed live on www.newgenawards.co.za. To book tickets to attend the physical Hybrid Awards Ceremony, please contact natasha@lavello.co.za – Tickets are limited to the first 50 people, due to Covid-19 restrictions.

Here are your 2021 finalists:

CORPORATE AWARDS		
Best Revenue Generating Marketing Campaign or Event		
Brand	Agency	Title
Bidvest Waltons	CBR Marketing Solutions	The Power of Potential
Distell	Grey Africa/MPP Team Liquid	Kube Mhandi with Smooth Gold
Gautrain Management Agency	Flow Communications	#RideWithTheG Gautrain student card
Grafton Everest	Penquin	Grafton Everest Ultra Flop – It's That Comfortable
Kellogg's South Africa	TILT	#IndulgeAllYourSenses with Kellogg's Granola
OneDayOnly.co.za		Email me
Shabbos Project	Flow Communications & Mama Creative	Flowers for Shabbat
Suzuki South Africa	Penquin and Spitfire Inbound	Growth Marketing
Table Mountain Aerial Cableway Company	Flow Communications	The Table Mountain Comeback
Tinkies	Hellosquare	Facebook Flavoured Tinkies
Vodacom	Ogilvy SA	ShakeOff Summer 2020
Best Social Media Reach from an Event		
Desmond Tutu International Peace Lecture	Flow Communications	Desmond Tutu International Peace Lecture
Nedbank	Levergy	2021 NEDBANK CUP FINAL
The South African Presidency	Flow Communications	SONA
Best Online Competition		
Acer South Africa	Clockwork	InstaQuest
Acer South Africa	Clockwork	InstaPitch
Albany Bakeries	Hellosquare	Lets Celebrate Together
Canon South Africa	Flume Digital Marketing & PR	Canon Collective
Microsoft Xbox	Clockwork	Xbox Hall of Fame
Mondelez	Wunderman Thompson	EPL Promo Campaign
M Price	Denim Connects	
Unilever	The Hardy Boys	Sunlight #MoreThanYouExpect
Vitara Brezza	Penquin and Spitfire Inbound	#ItJustGetsBrezza Competition
Most Innovative App Developed by a Corporate		
HOMi Lifestyle	So Interactive	HOMi App – Mobile App
Naledi	Digify Africa	A WhatsApp Learning Bot To Educate The World
Pineapple	MakeReign	Insurance with a snap
Best Use of Technical Innovation		
Dunlop Tyres SA	FCB Durban	Grandtrek Uncharted
Hyundai Automotive South Africa	Incubeta South Africa	Smartly Accelerating Hyundai's Digital Transformation
Mondelez	Wunderman Thompson	EPL Promo Campaign
Naledi	Digify Africa	A WhatsApp Learning Bot To Educate The World
Nedbank	Levergy	NEDBANK CUP FANMODE
Playstation	Wunderman Thompson	PlayStation The Last of Us Part II
The Shabbos Project	Flow Communications & Mama Creative	Flowers for Shabbat
Best Low Budget		
Acer South Africa	Clockwork	InstaPitch
Arrive Alive	Joe Public United	Tequila Face

Barcelos	Laika	#YouthMonth
Dunlop Tyres SA	FCB Durban	Grandtrek Uncharted
Grafton Everest	Penquin	Grafton Everest Ultra Flop – It's That Comfortable
Nedbank	Levergy	NEDBANK RUNIFIED
Netflix	Clockwork & Eclipse Communications	Jingle Jangle
Netflix	Clockwork	How to Ruin Christmas
Netflix	Clockwork	Malcolm & Marie
New Balance	Levergy	INTERNATIONAL WOMEN'S DAY
OneDayOnly.co.za	Online Category	Online Category Specific Videos
Pernod Ricard	Machine	Chivas Regal xBusiness Unusual
Playstation	Wunderman Thompson	PlayStation The Last of Us Part II
Reboost Energy	Hellosquare	We Move Radio
Stodels	John Brown Media South Africa	Beginner's Guide to Gardening series
Tinkies	Hellosquare	Facebook Flavoured Tinkies
Unilever	Digitas Liquorice	Hellmann's Dinner in the Dark – DE'LIGHT
Vodacom	Wunderman Thompson	The Gift of 2020
Vodacom	Wunderman Thompson	Be The Light
Wunderlust	CBR Marketing Solutions	Find the Excuse
Mobile Marketing Excellence		
Jaguar	Futuretech Media	F Pace Relaunch
South African Tourism	The Media Shop	Brand Re-Ignition
Vodacom	Upstream	MuZe
Blogging Excellence		
Maropeng	Flow Communications	Maropeng Blog
Showmax		Jonga List
Showmax		Showmax Stories
Showmax		The Plum List
Vodacom	New Media	Vodacom now! blog
Most Innovative Use of Social and Digital Media by a Corporate		
Beiersdorf - Nivea	Carat & 13th Floor	NIVEA Perfect & Radiant Skin Madjozi
Dunlop Tyres SA	FCB Durban	Grandtrek Uncharted
Lexus	Futuretech Media	Spekboom
Mr Price		Denim Connects
Shoprite Checkers	Incubeta	Delivering ROAS for Checkers Sixty60
The Shabbos Project	Flow Communications & Mama Creative	Flowers for Shabbat
Unilever	Digitas Liquorice	Hellmann's Dinner in the Dark – DE'LIGHT
Woolworths	Flume Digital Marketing & PR	WW Easter
Woolworths	Flume Digital Marketing & PR	WW Mother's Day
Most Innovative Gamification Campaign		
Acer South Africa	Clockwork	InstaQuest
Fanta	Futuretech Media	Fanta Summer Campaign
Microsoft Xbox	Clockwork	Xbox Hall of Fame
PLP Group	Stratitude	Cell C GetMore
Unilever	Digitas Liquorice	Hygienica_Bright Future
Best Community Engagement Award		
Acer South Africa	Clockwork	InstaPitch
Durex	Omnicom Media Group	#DurexUnitesAfricans
Savanna Cider	Grey Africa/WPP Team Liquid	
Excellence in Content Marketing		
Desmond Tutu International Peace Lecture	Flow Communications	The Courage to Heal
KOO	Hellosquare	UngazNcishi iDrama
Nelson Mandela University	Stratitude	Apply now for 2021
Netflix	Clockwork & Eclipse Communications	Jingle Jangle
OneDayOnly.co.za		Online Category-Specific Videos
Sanlam	Machine	Sanlam Connect
Showmax		DAM
Showmax		Tali Baby Diary
Tinkies	Hellosquare	Facebook Flavoured Tinkies
Unilever	Oliver Marketing (U-Studio)	Aromat Comedy Club S2

Vodacom	Wunderman Thompson	The Gift of 2020
Best Online PR Campaign		
Apple Music	DNA Brand Architects	Africa to the World
Foundation for Professional Development (FPD)	Flow Communications	Zenzele Welcome Back
Hippo	John Brown Media South Africa	Hippo Toy Campaign
Nedbank	Levergy	#PLAYYOURPART
Nedbank	Levergy	NEDBANK GREEN TRUST
Showmax		Tali Baby Diary
Tiger Brands	DNA Brand Architects	Tastic #MyHeritage Campaign
Woolworths	Woolworths Marketing	Happy Little Moments
Best Integrated Marketing Campaign		
BMW South Africa	Wunderman Thompson	BMW Anywhere
Distell	Grey Africa/WPP Team Liquid	Kube Mhandi with Smooth Gold
Dunlop Tyres SA	FCB Durban	Grandtrek Uncharted
Kellogg's	Oddinary	Kellogg's Coco Pops Fills Launch
Microsoft Xbox	Clockwork	Xbox Hall of Fame
Mr Price	Denim Connects	
Nelson Mandela University	Stratitude	Apply now for 2021
NIVEA	The 13th Floor and Carat	Perfect & Radiant 3-in-1 Campaign
Pemod Ricard	RAPT Creative	BEEFEATER BLOOD ORANGE GIN
Sanlam	Incubeta South Africa	Live with confidence
Suzuki South Africa	Penquin and Spitfire Inbound	Growth Marketing
Vodacom	Ogilvy SA	ShakeOff Summer 2020
Most Viral Campaign		
ABSA	Wunderman Thompson	#ZeroFeeSwag
Bayer South Africa	Berocca®	Be On Dance Challenge
Desmond Tutu International Peace Lecture	Flow Communications	Desmond Tutu International Peace Lecture
Distell	Grey Africa/WPP Team Liquid	Kube Mhandi with Smooth Gold
Durex	Omnicom Media Group	#DurexUnitesAfricans
Heartlines	Flow Communications	#Fathers_Matter
Jameson	RAPT Creative	JAMESON BEATHA
Kellogg's South Africa	TILT	#IndulgeAllYourSenses with Kellogg's Granola
Mondelez International	Starcom	Stimorol Retro
Mr Price	Denim Connects	
NIVEA	The 13th Floor and Carat	Perfect & Radiant 3-in-1 Campaign
NIVEA	The 13th Floor and Carat	Nivea Men Workshop
Showmax		DAM
The South African Presidency	Flow Communications	SONA
Vodacom	Upstream	MyMuze
Woolworths	Woolworths Marketing	Kitchen Craft with Clem Pedro
Best Use of Social Media to Research and Evaluate		
GSK	Futuretech Media	Voltaren Business Intelligence
South African Tourism	The Media Shop	Brand Re-Ignition
Tinkies	Hellosquare	Facebook Flavoured Tinkies
AGENCY AWARDS		
Best Augmented Reality Marketing Campaign by an Agency		
Agency	Brand	Title
Carat	ABSA	Absa Snapchat Augmented Reality Innovation
Joe Public United	POWA	The Abused News
Oliver Marketing (U-Studio)	Unilever	Aromat Comedy Club S2
Vizeum	ABinBEV	What the Flying Fish_One Brow on Fleek
Best Use of Technical Innovation by an Agency		
Clockwork	Microsoft Xbox	Xbox Hall of Fame
FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted
Flume Digital Marketing & PR	Woolworths	3 Avenue SEO Approach
Joe Public United	POWA	The Abused News
Joe Public United	SANBS	A Few Minutes is Worth A Lifetime
Levergy	Nedbank	NEDBANK CUP FANMODE
MakeReign	Pineapple	Insurance with a snap

Mark1 and Tractor Outdoor	ABinBev	#YouBelongToCelebrate
New Media	McCain	Food24 and McCain Cookbook Creator
The Hardy Boys, a Wunderman Thompson Company	JOKO	Add Your Voice
Vizium	ABinBev	Brutal Fruit_ You Belong to Celebrate DOOHshare
Wunderman Thompson	Playstation	PlayStation The Last of Us Part II
Most Innovative App Developed by an Agency		
Joe Public United	Chicken Licken	Feed Their Craving
Polkadot Digital & Strang IT	My pocket coach / IE Group	My Pocket Coach App
So Interactive	HOMi Lifestyle	HOMi App – Mobile App
Most Viral Campaign by an Agency		
Flow Communications	Heartlines	#FathersMatter
Flow Communications	Desmond Tutu International Peace Lecture	Desmond Tutu International Peace Lecture
Flow Communications	The South African Presidency	SONA
Fresh AF	ABinBev Smirnoff RTD's	On to the next
Grey Africa/MPP Team Liquid	Distell	Kube Mhandi with Smooth Gold
Joe Public United	Chicken Licken	Soulful Nation
Joe Public United	Chicken Licken	Nyathi Rider
Joe Public United	ABinBev	ANCESTORS DAY
Joe Public United	Solidarity Fund	#DontBeASuperSpreader
Levergy	Nedbank	#NedbankCup2021
Machine	Chivas	Pernod Ricard_Regal xBusiness Unusual
Machine	Heineken South Africa	Heineken UCL Live
Oliver Marketing (U-Studio)	Unilever	Shield-Move More At Home
Retroviral and Panther Punch	Kreepy Krauly	#MyKreepyTeacher
The 13th Floor and Carat	NIVEA	Perfect & Radiant 3-in-1 Campaign
The 13th Floor and Carat	NIVEA	Nivea Men Workshop
Wunderman Thompson	ABSA	#ZeroFeeSwag
Most Innovative Social and Digital Media by a Small Agency		
FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted
Hellosquare	KOO	UngazNcishi iDrama
JAW Design	pudo	Just pudo it
Retroviral and Panther Punch	Kreepy Krauly	#MyKreepyTeacher
Stratitude	Nelson Mandela University	Apply now for 2021
Most Innovative Social and Digital Media by a Large Agency		
Carat	ABSA	Absa Snapchat Innovation
Carat & 13th Floor	Beiersdorf - NIVEA	NIVEA Perfect & Radiant Sho Madjozi
Digitas Liquorice	Unilever	Hellmann's Dinner in the Dark – DE'LIGHT
Flow Communications	Heartlines	#FathersMatter
Joe Public United	Arrive Alive	Tequila Face
Joe Public United	Chicken Licken	Soulful Nation
Joe Public United	Flying Fish	One Brow On Fleek
The 13th Floor and Carat	NIVEA	Nivea Men Workshop
The Niche Guys	Unilever	Brut
Wunderman Thompson	Vodacom	Be The Light
Wunderman Thompson	ABSA	#ZeroFeeSwag
Wunderman Thompson	Playstation	PlayStation The Last of Us Part II
Best Influencer Marketing Campaign by an Agency		
Arora Online		Garden Day TikTok 2020
Flume Digital Marketing & PR	Canon South Africa	Canon Collective
Fresh AF	ABinBev Smirnoff RTD's	On to the next
Joe Public United	Arrive Alive	Tequila Face
Joe Public United	Chicken Licken	The Great Chicken Heist
Joe Public United	Solidarity Fund	#DontBeASuperSpreader
Levergy	Nedbank	NEDBANK GREEN TRUST
Machine	Heineken South Africa	Heineken UCL Live
New Media	Woolworths	TASTETube Made at home
Oliver Marketing (U-Studio)	Unilever	Ola Choose Joy
Positive Dialogue Mark1 DUKE Group	Marriott International	Marriott Bonvoy Education Campaign

Positive Dialogue Mark1 DUKE Group	Marriott International	#InspiredByMzansi
RAPT Creative	Jameson	JAMESON BEATHA
The 13th Floor and Carat	NIVEA	Perfect & Radiant 3-in-1 Campaign
The 13th Floor and Carat	NIVEA	Nivea Men Workshop
The Hardy Boys, a Wunderman Thompson Company	Unilever	Vaseline 101 Uses
TILT Culture	Kellogg's South Africa	#IndulgeAllYourSenses with Kellogg's Granola
Best Integrated Marketing Campaign by an Agency		
Clockwork	Microsoft Xbox	Xbox Hall of Fame
Digitas Liquorice	Unilever	Hellmann's Dinner in the Dark – DE'LIGHT
FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted
Fresh AF	ABinBev Smirnoff RTD's	On to the next
Havas Media	The French Embassy of South Africa	Learn French - French Embassy
Joe Public United	Chicken Licken	Nyathi Rider
Joe Public United	Flying Fish	One Brow On Fleek
Levergy	Nedbank	#PLAYYOURPART
Machine	Heineken South Africa	Heineken UCL Live
Machine	Heineken South Africa	Heineken 0.0 Dry January
Mark1 Media DUKE Positive Dialogue	Jive	5 Seconds of Funny
Mark1 Media DUKE Positive Dialogue	RisCura	Upshot
Oliver Marketing (U-Studio)	Unilever	Shield -Mbwe More At Home
Oliver Marketing (U-Studio)	Unilever	Ola Choose Joy
Penguin and Spitfire Inbound	Suzuki South Africa	#DoYou – SUZUKI S-PRESSO
Stratitude	Nelson Mandela University	Apply now for 2021
The 13th Floor and Carat	NIVEA	Perfect & Radiant 3-in-1 Campaign
Blogging Excellence by an Agency		
Arc Interactive	Arc Blog	
Flow Communications	Blog Writing - Maropeng	Maropeng Blog
New Media	Vodacom	Vodacom now! blog
ONLINE MEDIA & TOOLS AWARDS		
Best Virtual Reality Marketing Campaign		
Woolworths	Flume Digital Marketing & PR	VW Easter Filter
Best Corporate Website		
Heartlines	Flow Communications	Heartlines website
Investec	Arc Interactive	Investec Website
MakeReign		Introducing MakeReign
Wetility	Arc Interactive	Wetility Website & We-X
Wolfpack	Hellosquare	Blood, Sweat and Beers
Best Marketing Automation Campaign		
Merchant Capital	Spitfire	Managing lockdown with empathy and consistency
OneDayOnly.co.za		Email me
Penguin and Spitfire Inbound	Suzuki South Africa	Growth Marketing
Best Online Newsletter		
HIVSA	Arc Interactive	Choma Online Newsletter
Stodels	John Brown Media South Africa	Beginner's Guide to Gardening series
Best Use of Podcast/Vlog to promote a Product or Brand/Event		
Cliffcentral.com	Taylor Blinds and Shutters	Interpreted Content: Blind History
Cliffcentral.com	Investec	Preparing for a Post-Pandemic Future
Cliffcentral.com	SA Gold Coin Exchange	Collectomania
Dunlop Tyres SA	FCB Durban	Are We There Yet?
Reboost Energy	Hellosquare	We Move Radio
SANBS	Joe Public United	A Few Minutes is Worth A Lifetime
Wuhu	Oliver Marketing (U-Studio)	Black Friday
Best Online Magazine/Newspaper		
Sanlam	Machine	Sanlam Connect
Toyota South Africa Motors	New Media	Toyota CONNECT Lexus LIFE
Woolworths	Woolworths Marketing	Woolies Chicken - Behind The Scenes

Best E-commerce Website		
Needleless	Creative Bond Marketing E-commerce Solutions	Needleless Website
OneDayOnly.co.za		OneDayOnly. The best deals today, and every other day
Shelflife	MakeReign	The new Shelflife.co.za
Visi Collabs	New Media	VISI Collabs
SPECIAL AWARDS		
The New Generation Top Graphic Designer of the Year Award		
Amy van der Walt	CBR Marketing Solutions	
Hayden Jennings	Levergy	
The New Generation Digital Brand of the Year Award		
Chicken Licken	Joe Public United	
Dunlop Tyres SA	FCB Durban	
Playstation	Wunderman Thompson	PlayStation The Last of Us Part II
Showmax		
Smirnoff	Fresh AF	OnToTheNext
Suzuki Auto South Africa	Penguin and Spitfire Inbound	
Vodacom	Ogilvy SA	ShakeOff Summer 2020
Woolworths	Woolworths Marketing	Kitchen Craft with Clem Pedro
The New Generation Best Agency Community Engagement Manager of the Year Award		
Karabo Mashele	Joe Public United	
Priscilla Sekhonyana	Oliver Marketing (U-Studio)	
The New Generation UX/UI Designer of the Year Award		
Cara Wares	Flow Communications	
Luiza Ivanova	Arc Interactive	
The New Generation Online Strategy of the Year Award		
Dunlop Tyres SA	FCB Durban	GRANDTREK UNCHARTED
Eat Out Restaurant Relief Fund	New Media	Eat Out Restaurant Relief Fund
Showmax		
Suzuki SA	Penguin and Spitfire Inbound	
Woolworths	Woolworths Marketing	Living through Lockdown
The New Generation Overall Small Agency of the Year Award		
Addick Africa		
Digital Doorway		
FCB Durban		
Fresh AF		
Hellosquare		
Laika		
Modutech Digital		
Social Path		
The New Generation Overall Medium to Large Agency of the Year Award		
CBR Marketing Solutions		
Digitas Liquorice		
Joe Public United		
Machine		
Mark1 Media		
Penguin		
The New Generation Overall Social and Digital Corporate of the Year Award		
Bayer South Africa	Berocca®	Be On Dance Challenge
Mobile in Africa	Digital Doorway	November Sales Campaigns 2020
Beiersdorf - Nivea	13th Floor and Carat	
Playstation	Wunderman Thompson	PlayStation The Last of Us Part II
Smirnoff	Fresh AF	OnToTheNext
Vodacom	Ogilvy SA	ShakeOff Summer 2020
STUDENT AWARDS		
The New Generation Overall Student of the Year Award		
Magugu Dlamini	University of Johannesburg	Just Treats
Nina Roodbol	Stellenbosch Academy	Insight

The New Generation Overall Student Group of the Year Award		
Team A	AAA School of Advertising	WCBS (Western Cape Blood Service)
Team All for you	AAA School of Advertising	Community Keepers
Team HH	AAA School of Advertising	WCBS (Western Cape Blood Service)
Team Power of four	AAA School of Advertising	Community Keepers
Soilution	University of Johannesburg	Silver Lining Agency
#KasiKlean	University of Johannesburg	Grey Matter

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