

All the 2021 Supersonic New Generation Social & Digital Media Awards winners

The winners of the 2021 Supersonic New Generation Awards have been announced.



Stephen Paxton, founder of the awards says, "setting a standard for others to follow, we set the benchmark high and delivered a spectacular, fully interactive hybrid awards ceremony. Last night's (Thursday, 23 September 2021) awards re-ignited that spark within me and having a live audience present is assurance that the events space is slowly but surely heading back in the right direction. Hope is on the horizon, and I see New Gen hosting a fully live event next year with a maximum capacity crowd."

Submissions have improved and increased year-on-year, with South African corporates, agencies and students producing some truly remarkable work. New Gen received over 400 entries this year from 80 corporates, agencies and individuals, which is affirmation that the industry is still booming.

"Looking through this year's entries has shown me, that even through these difficult times 'South African creatives and marketers, move forward, get stuck in and nail briefs."

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

"Marketers and creatives showed a greater focus on Content Marketing, Integrated Marketing and Technical Innovation, with concepts executed 'to perfection' to capture their audiences," says Paxton.

All the winners

CORPORATE AWARDS			
Best Revenue Generating Marketing Campaign or Event			
Award	Brand	Agency	Title
Bronze	Distell	Grey Africa/WPP Team Liquid	Kube Mhandi with Smooth Gold
Bronze	Bidvest Waltons	CBR Marketing Solutions	The Power of Potential
Silver	Tinkies	Hellosquare	Facebook Flavoured Tinkies
Gold	Vodacom	Ogilvy SA	ShakeOff Summer 2020
Best Social Media Reach from an Event			
Bronze	Desmond Tutu International Peace Lecture	Flow Communications	Desmond Tutu International Peace Lecture
Silver	The South African Presidency	Flow Communications	SONA
Gold	Nedbank	Levergy	2021 NEDBANK CUP FINAL
Best Online Competition			
Bronze	Mr Price	Denim Connects	
Bronze	Acer South Africa	Clockwork	InstaQuest
Silver	Acer South Africa	Clockwork	InstaPitch
Gold	Microsoft Xbox	Clockwork	Xbox Hall of Fame
Most Innovative App Developed by a Corporate			
Bronze	HOMi Lifestyle	So Interactive	HOMi App – Mobile App
Silver	Naledi	Digify Africa	A WhatsApp Learning Bot To Educate The World
Gold	Pineapple	MakeReign	Insurance with a snap
Best Use of Technical Innovation			
Bronze	Playstation	Wunderman Thompson	PlayStation The Last of Us Part II
Silver	Nedbank	Levergy	NEDBANK CUP FANMODE
Gold	Dunlop Tyres SA	FCB Durban	Grandtrek Uncharted
Best Low Budget			
Bronze	Pernod Ricard	Machine	Chivas Regal xBusiness Unusual
Silver	Arrive Alive	Joe Public United	Tequila Face
Silver	Unilever	Digitas Liquorice	Hellmann's Dinner in the Dark – The DE'LIGHT
Gold	Vodacom	Wunderman Thompson	The Gift of 2020
Mobile Marketing Excellence			
Bronze	South African Tourism	The Media Shop	Brand Re-Ignition
Silver	Jaguar	Futuretech Media	F Pace Relaunch
Blogging Excellence			
Bronze	Showmax		Showmax Stories
Silver	Maropeng	Flow Communications	Maropeng Blog
Gold	Showmax		Jonga List
Most Innovative Use of Social and Digital Media by a Corporate			

Bronze	Lexus	Futuretech Media	Spekboom
Silver	Unilever	Digitas Liquorice	Hellmann's Dinner in the Dark
Silver	Woolworths	Flume Digital Marketing & PR	WWEaster
Gold	Dunlop Tyres SA	FCB Durban	Grandtrek Uncharted
Most Innovative Gamification Campaign			
Bronze	Unilever	Digitas Liquorice	Hygienica_Bright Future
Bronze	Acer South Africa	Clockwork	InstaQuest
Gold	Microsoft Xbox	Clockwork	Xbox Hall of Fame
Best Community Engagement Award			
Bronze	Reckitt Durex	Omnicom Media Group	#DurexUnitesAfricans
Silver	Acer South Africa	Clockwork	InstaPitch
Gold	Savanna Cider	Grey Africa/WPP Team Liquid	
Excellence in Content Marketing			
Bronze	KOO	Hellosquare	UngazNcishi iDrama
Silver	Showmax		Tali Baby Diary
Gold	Showmax		DAM
Best Online PR Campaign			
Bronze	Nedbank	Levergy	NEDBANK GREEN TRUST
Silver	Woolworths	Woolworths Marketing	Happy Little Moments
Gold	Nedbank	Levergy	#PLAYYOURPART
Gold	Showmax		Tali Baby Diary
Best Integrated Marketing Campaign			
Bronze	Suzuki South Africa	Penguin and Spitfire Inbound	Growth Marketing
Bronze	Sanlam	Incubeta South Africa	Live with confidence
Silver	Dunlop Tyres SA	FCB Durban	Grandtrek Uncharted
Gold	BMW South Africa	Wunderman Thompson	BMW Anywhere
Most Viral Campaign			
Bronze	Showmax		DAM
Silver	Mondelez International	Starcom	Stimorol Retro
Silver	Mr Price	Denim Connects	
Gold	Distell	Grey Africa/WPP Team Liquid	Kube Mhandi with Smooth Gold
Gold	ABSA	Wunderman Thompson	#ZeroFeeSwag
Best Use of Social Media to Research and Evaluate			
Bronze	GSK	Futuretech Media	Voltaren Business Intelligence
Silver	Tinkies	Hellosquare	Facebook Flavoured Tinkies
AGENCY AWARDS			
Best Augmented Reality Marketing Campaign by an Agency			
Award	Agency	Brand	Title
Bronze	Oliver Marketing (U-Studio)	Unilever	Aromat Comedy Club S2
Silver	Carat	ABSA	Absa Snapchat Augmented Reality Innovation
Gold	Joe Public United	POWA	The Abused News
Best Use of Technical Innovation by an Agency			
Bronze	Clockwork	Microsoft Xbox	Xbox Hall of Fame
Silver	MakeReign	Pineapple	Insurance with a snap
Gold	Joe Public United	POWA	The Abused News
Gold	The Hardy Boys, a Wunderman Thompson Company	JOKO	Add Your Voice
Most Innovative App Developed by an Agency			
Silver	So Interactive	HOMi Lifestyle	HOMi App – Mobile App
Gold	Joe Public United	Chicken Licken	Feed Their Craving
Most Viral Campaign by an Agency			
Bronze	Levergy	Nedbank	#NedbankCup2021
Silver	Joe Public United	Chicken Licken	Nyathi Rider
Gold	Joe Public United	Chicken Licken	Soulful Nation
Gold	Retroviral and Panther Punch	Kreepy Krauly	#MyKreepyTeacher
Most Innovative Social and Digital Media by a Small Agency			
Bronze	Stratitude	Nelson Mandela University	Apply now for 2021
Silver	Hellosquare	KOO	UngazNcishi iDrama

Gold	FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted
Gold	Retroviral and Panther Punch	Kreepy Krauly	#MyKreepyTeacher
Most Innovative Social and Digital Media by a Large Agency			
Bronze	Digitas Liquorice	Unilever	Hellmann's Dinner in the Dark
Silver	Joe Public United	Chicken Licken	Soulful Nation
Gold	Joe Public United	Arrive Alive	Tequila Face
Gold	Wunderman Thompson	Vodacom	Be The Light
Best Influencer Marketing Campaign by an Agency			
Bronze	The 13th Floor and Carat	NIVEA	Nivea Men Workshop
Bronze	The 13th Floor and Carat	NIVEA	Perfect & Radiant 3-in-1 Campaign
Silver	Positive Dialogue Mark1 DUKE Group	Marriott International	Marriott Bonvoy Education Campaign
Silver	Joe Public United	Chicken Licken	The Great Chicken Heist
Gold	Joe Public United	Arrive Alive	Tequila Face
Best Integrated Marketing Campaign by an Agency			
Bronze	Oliver Marketing (U-Studio)	Unilever	Shield -Move More At Home
Silver	FCB Durban	Dunlop Tyres SA	Grandtrek Uncharted
Gold	Joe Public United	Chicken Licken	Nyathi Rider
Blogging Excellence by an Agency			
Silver	Arc Interactive	Arc Blog	
Gold	Flow Communications	Blog Writing - Maropeng	Maropeng Blog
ONLINE MEDIA & TOOLS AWARDS			
Best Virtual Reality Marketing Campaign			
Silver	Woolworths	Flume Digital Marketing & PR	WW Easter Filter
Best Corporate Website			
Bronze	Heartlines	Flow Communications	Heartlines website
Silver	MakeReign		Introducing MakeReign
Best Marketing Automation Campaign			
Bronze	OneDayOnly.co.za		Email me
Silver	Penquin and Spitfire Inbound	Suzuki South Africa	Growth Marketing
Gold	Merchant Capital	Spitfire	Managing lockdown with empathy and consistency
Best Online Newsletter			
Bronze	HIVSA	Arc Interactive	Choma Online Newsletter
Best Use of Podcast/Vlog to promote a Product or Brand/Event			
Bronze	Reboost Energy	Hellosquare	We Move Radio
Silver	Cliffcentral.com	Taylor Blinds and Shutters	Interpreted Content: Blind History
Silver	Dunlop Tyres SA	FCB Durban	Are We There Yet?
Gold	SANBS	Joe Public United	A Few Minutes is Worth A Lifetime
Best Online Magazine/Newspaper			
Bronze	Sanlam	Machine	Sanlam Connect
Silver	Woolworths	Woolworths Marketing	Woolies Chicken - Behind The Scenes
Best E-commerce Website			
Bronze	Needleless	Creative Bond Marketing E-commerce Solutions	Needleless Website
Silver	Shelflife	MakeReign	The new Shelflife.co.za
Gold	OneDayOnly.co.za		OneDayOnly. The best deals today, and every other day
STUDENT AWARDS			
The New Generation Overall Student of the Year Award			
Gold	Nina Roodbol	Stellenbosch Academy	Insight
The New Generation Overall Student Group of the Year Award			
Gold	Team Power of Four	AAA School of Advertising	Community Keepers
SPECIAL AWARDS			
The New Generation Top Graphic Designer of the Year Award			
Gold	Amy van der Walt	CBR Marketing Solutions	
The New Generation Best Agency Community Engagement Manager of the Year Award			
Gold	Karabo Mashale	Joe Public United	
The New Generation UX/UI Designer of the Year Award			
Gold	Luiza Ivanova	Arc Interactive	

The New Generation Online Strategy of the Year Award			
Gold	Showmax		
The New Generation Digital Brand of the Year Award			
Gold	Chicken Licken - Joe Public United		
The New Generation Overall Small Agency of the Year Award			
Gold	FCB Durban		
The New Generation Overall Medium to Large Agency of the Year Award			
Gold	Joe Public United		
The New Generation Overall Social and Digital Corporate of the Year Award			
Gold	Vodacom		ShakeOff Summer 2020

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