

Entries open for 2018 New Generation Awards

The 2018 New Generation Social & Digital Media Awards announced that entries are now open with an early bird 10% discount for entries received during May.



Image supplied.

Three new categories have been added and a number of changes to our existing category list have been made, which sees the overall number of categories reduced and updated.

New categories

- **Best Augmented Reality Marketing Campaign by an Agency** – This award recognises an AR marketing campaign that shows an enhanced version of reality where live direct or indirect views of physical real-world environments are augmented with superimposed computer-generated images over a user's view of the real-world across multiple sensory modalities, thus enhancing one's current perception of reality and delivering persuasive messages to a technologically minded audience.
- **Best Influencer Marketing Campaign by an Agency** – This award recognises a campaign that has championed the use of influencers to deliver a change in customer's attitude towards the clients brand or product. Winning campaigns will need to show outstanding results, reach, engagement and the increase in sales revenue 'generated by the influencers for the brand/product in mind.
- **Best Individual Influencer Marketer Award** – Special Awards Category

Bronze will be excluded this year

New Gen has also divided its Overall Agency of the Year Award and will now honour both 'The New Generation Medium to Large Agency of the Year' and 'The New Generation Small Agency of the Year' with 15 or fewer individuals.

This year also sees a change in the number of awards handed out on the night. New Gen has taken the decision to exclude the Bronze Award and will only hand out Gold and Silver trophies for each category winner.

Stephen Paxton, MD of the awards believes that by reducing the amount of trophies this will make winning a New Generation Award even more prestigious and will also see the standard of work submitted increase meticulously, creating stiffer competition amongst this year's entrants.

New Gen hopes that these changes are welcomed, and entrants submit some truly amazing campaigns and standout individual motivations.

Click [here](#) for more details

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