

All the 2023 New Generation Awards finalists!

After judges evaluated more than 400 submissions, The New Generation Awards finalists have been announced.



Source: 123rf

"There were many stand-out campaign submissions this year that performed high above the radar and many initiatives from some of SA's best-loved brands that we South Africans have become accustomed to during the past 12 months," says founder Stephen Paxton.

"Many new agencies and corporates entered this year showcasing fresh and exciting work that truly grasps the concept of digital innovation and community engagement."

"A big thank you to our esteemed judges for their insights and hard graft over the past three weeks, who each marked on average 75 submissions, with the entries and categories equally split among the 21-strong judging panel, each marked by a minimum of four judges."

2023 Finalists

CORPORATE AWARD CATEGORIES:			
Best Revenue Generating Marketing Car	npaign or Event		
Absa Group Limited		Absa Load Shedding Solutions	
Bonitas Medical Fund	Adclick Africa	Bonitas Price Freeze Campaign	
Hertex Haus	Shift ONE Digital	Home Décor Google Search	
KFC	Playmakers Sponsorship, Ogilvy, Mind Share, Hearts and Science	KFC Fryhard Fans Fuelled by KFC Delivery	
MultiChoice	iProspect	FIFA World Cup Data-Driven Campaign	
Nando's SA	VMLY&R	Nando's Bright Sides	
Nedbank	Levergy	YouthX	
Paramount	8909	The Monetisation Project	
ROAR AFRICA	2Stories 2	ROAR AFRICA sales mailer nurturing	
Steve Madden	Flume Digital Marketing and PR	Bonang Holiday Launch	
Stimorol	Saatchi & Saatchi	Stimorol Flow.Lab	
Vodacom	VMLY&R	Unlock Your Summer	
Woolworths	Flume Digital Marketing and PR	Woolworths Easter 2023	
Best Social Media Reach from an Event	/ Activation		

AB InBev Africa	Corona	Corona Sunsets Festival World Tour
DStv	Duma Collective	Big Brother Titans
ICC	Levergy	ICC Women's T20 World Cup 2023
Jameson	RAPT Creative	Jameson Distillery on Tour (JHB)
Johannesburg Film Festival	Duma Collective	Johannesburg Film Festival
Nedbank	Levergy	2023 Nedbank Cup
Nelson Mandela Foundation	Flow Communications	20th Nelson Mandela Annual Lecture
14010011 Vallacia 1 Callaction	The Hardy Boys – a Wunderman Thompson	
Robertsons	Company	Famous for Flavour
SuperSport	Playmakers Sponsorship & FuturePlay	Sounds of the World Cup
SuperSport	Levergy	SuperSport 2023 FIFA World Cup
Top 16 Youth-Owned Brands Awards	Lerato Agency	The Gold Standard of Youth Excellence
Best Online Competition		
AWSTEL	Kasinomics & Mobitainment	AMSTEL THE ENTREPRENEUR
Mr Price		#MrPriceEverydayViral TikTok Campaign
SATourism	Wunderman Thompson South Africa	#XibelaniMoves
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
Xbox - Microsoft	Clockwork	Wakanda Forever
	CIUCRWUIK	vanaliua FUIEVEI
Most Innovative App Developed by a Corporate		
CarSpa AutoWash	Flow Communications	CarSpa Al Loyalty Campaign
Daily Maverick	Flow Communications	The Gathering
Shyft	Standard Bank South Africa	
Best Use of Technical Innovation		
Absa	Lumico	Nampo VR
Absa	Lumico	Absa Renewable 360 Website and VR Experience
Absa Home Loans	Dentsu	Loadshedding Solutions (NightVision)
Daily Maverick	Flow Communications	The Gathering
DStv (MultiChoice)	Helm	DStv Assist
Nando's SA	VM Y&R	Nando's Bright Sides
Shyft	Standard Bank South Africa	GLOBAL MONEY APP
Trophy Stout	Dentsu Creative Cape Town	
Unilever	'	Trophy Reclaim your DNA Dove Men+Care Try A Little Care
	Oliver Marketing (Ustudio)	Dove Well+Cale TryActitie Cale
Best Low Budget		I
AACL	The Hardy Boys – a Wunderman Thompson Company	Senior Pawfessionals
Absa Group Limited		Absa Load Shedding Solutions
Bain's Whisky	Hoorah Digital	Bain's Cocktail Studio
Burger King	Grey Advertising Africa	#KINGSIZE BUDGET SPEECH
CarSpa AutoWash	Flow Communications	CarSpa Al Loyalty Campaign
Chas Everitt	Stratitude	CHAS EVERITT GO
Jacaranda FM		Safe Space
MPA Alliance	Flow Communications	Marine Protected Areas (MPA) Day 2022
MTN	Magna Carta Reputation Management Consultants	Smile FM, Smile for Ice Cream
Nelson Mandela Foundation	Flow Communications	20th Nelson Mandela Annual Lecture
Ombudsman	Serufe	KZN floods
Paramount	8909	
		The Monetisation Project
PNA POLI Facilia	FGX Studios	Crayons to Contracts
RCL Foods	Lumico	Optimizor Elite
Sol Beer	RAPT Creative	Sol Taste The Sun
SPCA	Ignition Group	The Paw-fect Match
	1	SYSPRO International Women's Day
SYSPRO	Syte	Campaign
SYSPRO Top 16 Youth-Owned Brands Awards	Syte Lerato Agency	
	· ·	Campaign

Toyota Gaming Engine	HaveYouHeard Group	TTGE Thumbderdome: Season 2, Knuckles of Vengeance
Mobile Marketing Excellence		
DStv (MultiChoice)	Helm	DStv Assist
Kasinomics & Mobitainment	AMSTEL	AVISTEL THE ENTREPRENEUR
Mndshare, M&C Saatchi Abel, 2Stories	Standard Bank South Africa	Shyft Global Money App
Nando's SA	VMLY&R	Nando's Bright Sides
Vodacom	VMLY&R	Hearing Challenge
Blogging Excellence		
Camp Master	FGX Studios	
Sandton Central	FGX Studios	
Sanlam	Machine	Sanlam Reality - Wealth Sense blog
Trojan	FGX Studios	
Women Presidents Organization	Flow Communications	Grow WPO Campaign
Most Innovative Use of Social and Digital Media	Tiew communications	Gov vii e campaign
	The Hardy Boys – a Wunderman Thompsor	
AACL	Company	Senior Pawfessionals
CarSpa AutoWash	Flow Communications	CarSpa Al Loyalty Campaign
DStv (MultiChoice)	Helm	DStv Assist
Expresso Show	Cardova	
Heineken SA	RAPT Creative & Dentsu/Redstar	Strongbow Wena deCider
KOO	Hellosquare	Emoji Eats
	,	#MrPriceEverydayViral TikTok
Mr Price		Campaign
Nando's SA	VMLY&R	Nando's Bright Sides
Paramount	8909	The Monetisation Project
D: VI		Jack Ryan S3 Binge-Watching
Prime Video	Machine	Calendar
SATourism	Wunderman Thompson South Africa	#XibelaniMoves
Spotify	Machine	You Like It, We Got It
Standard Bank South Africa	Wunderman Thompson South Africa	App Series
The Alternative Power	Switch Energy Drink	#No More Shedding!
The Alternative Device	Chitch Engrav Drink	Home Affairs- South Africa you going to
The Alternative Power	Switch Energy Drink	need the energy!
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Vodacom	VMLY&R	Hearing Challenge
Most Innovative Gamification Campaign		
Himalaya	Rookdigital	
MultiChoice Group		DStv Rewards
PepsiCo	Rookdigital	
Xbox-Microsoft	Clockwork	Wakanda Forever
Xbox-Microsoft	Clockwork	Hogwarts Legacy
Best Community Engagement Award		
AB InBev Africa	Carling Black Label	#TCIF – Thank Carling It's Friday
AVSTEL	Kasinomics & Mobitainment	AMSTEL THE ENTREPRENEUR
Bain's Whisky	Hoorah Digital	Pata Pata Reimagined
MTN	Magna Carta Reputation Management Consultants	Smile FM, Smile for Ice Cream
Nando's SA	VMLY&R	Nando's Bright Sides
Sol Beer	RAPT Creative	Sol Taste The Sun
Stimorol	Saatchi & Saatchi	Stimorol Flow.Lab
Tiger Brands	Offlimit Communications & Hellosquare	Jungle #DoLifeWithHeart
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Vodacom	VMLY&R	Hearing Challenge
Vodacom	VMLY&R	LoveNotes
Xbox- Mcrosoft	Clockwork	Wakanda Forever
Xbox - Microsoft Xbox - Microsoft	Clockwork	
	CIOCKWOIK	Hogwarts Legacy
Excellence In Content Marketing	1 100	10.10
Alexforbes	Lattitude	ArchAngel Sponsorship

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FORM Communications and awareness and awaren	DStv	Duma Collective	
Michicale Goup MultiCholes	ForAfrika	Flow Communications	
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Needbank Levergy DNA/Brand Architects DNA/Brand Architects DNA/Brand Architects DNA/Brand Architects Dentitus Creative Cape Town and Carant 8809 The Mondisation Project Standard Bank South Africa Wunderman Thompson South Africa Sundard Bank South Africa Wunderman Thompson Wunderman Thompson South Africa Wunderman Th	MultiChoice Group		DStv Rewards
Nives DNA Brand Architects Derbu Creative Cape Town and Carrat Wear Your Skin With Pricide Paramount 800 Derbu Creative Cape Town and Carrat Wear Your Skin With Pricide SAT Jourism Wunderman Thompson South Africa Standard Bank South Africa Wunderman Thompson South Africa Standard Bank South Africa Wunderman Thompson South Africa Standard Bank South Africa Wunderman Thompson South Africa Paymakers Sponsorship & Future Play Africa XI Filter Brand Proposal Carring Paymakers Sponsorship & Future Play Africa XI Filter Brand Apo Series SuperSport Paymakers Sponsorship & Future Play Africa XI Filter Brand Apo Series Paymakers Sponsorship & Future Play Africa XI Filter Brand Apo Series Paymakers Sponsorship & Future Play Africa XI Filter Brand Apo Series Paymakers Sponsorship & Future Play Africa XI Filter Brand Apo Series Paymakers Sponsorship & Future Play Africa XI Filter Brand Apo Series Paymakers Sponsorship & Future Play Apo Series Paymakers Sponsorship	Nando's SA	VMLY&R	Nando's Bright Sides
Dentsu Creative Cape Town and Carat Paramount B009 The Mondissidion Project A Tourism Wunderman Thompson South Africa Standard Bank South Africa StuperCoport Playmakers Spromonthip & FuturePlay Winderman Thompson South Africa Wunderman Thompson South Africa Winderman Thompson South Africa Winderman Thompson South Africa Winderman Thompson South Africa Winderman Thompson Topola Gaming Engine Winderman Thompson South Africa Winderman Thompson Topola Gaming Engine Unitewer Oliver Marketing (Ustudio) Doe Marro-Cara Try At Little Care Windin Africa Dentsu Creative Gape Town Wingin Africa Summer Guide Wingin Africa Winderman Thompson Best Online PR Campaign ACCL The Hardy Boys – a Wunderman Thompson Senior Pawlessionals Companyan ACCL The Hardy Boys – a Wunderman Thompson Senior Pawlessionals Companyan ACCL The Hardy Boys – a Wunderman Thompson Senior Pawlessionals Companyan Arc Cole of Noire Flow Communications Companyan Arc Cole of Noire Flow Communications Conditions Senior Pawlessionals Flow Communications Conditions Flow Communications Cole of Work Foundation Flow Communications Flow Commu	Nedbank	Levergy	2023 Nedbank Cup
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DNA Brand Architects #ForYourShadeOfBeautiful Ombudsman Serufe KZN floods Proudly South African Flow Communications Local Fashion Police competition Stimorol Saatchi & Saatchi Stimorol Flow.Lab Unilever Oliver Marketing (Ustudio) Dove Men+Care TryA Little Care Best Integrated Marketing Campaign Defy Hellosquare Better Now, Better Future ICC Levergy ICC Women's T20 World Cup 2023 Jacaranda FM SPAR Carols by Candlelight Jameson RAPT Creative Jameson Distillery on Tour (JHB) KFC Playmakers Sponsorship, Ogilvy, Mnd Share, Hearts and Science Mr Price Value Campaign Nando's SA MLY&R Nando's Bright Sides Shyft Standard Bank South Africa You won't find a cheaper dollar anywhere! Spotify Machine You Like It, We Got It Michaire, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi StuturePlay SYSPRO Syte SYSPRO International Women's Da Campaign NYSPRO International Women's Da Campaign SYSPRO International Women's Da Campaign SYSPRO International Women's Da Campaign	Nedbank	Levergy	#NedbankRunified for Mental Health
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Proudly South African Flow Communications Local Fashion Police competition Stimorol Saatchi & Saatchi Oliver Marketing (Ustudio) Dove Men+Care Try A Little Care Best Integrated Marketing Campaign Defy Hellosquare Levergy ICC Women's T20 World Cup 2023 Jacaranda FM Jameson RAPT Creative Playmakers Sponsorship, Ogilwy, Mnd Share, Hearts and Science Mr Price Mr Price Muly RR Nando's Sr Shyft Standard Bank South Africa Standard Bank South Africa Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork SySPRO Syle SySPRO Syle Syspro International Women's Da Symperis Try A Little competition Stimorol Saatchi & Saatchi Syspr Suture Play Standard Women's Da Syspr Syspr International Women's Da Campaign Syspr Syspr Sittle Standard Women's Da Campaign Syspr Syspr Sittle Syspr International Women's Da Campaign	Nivea	DNA Brand Architects	#ForYourShadeOfBeautiful
Stimorol Saatchi & Saatchi Stimorol Flow.Lab Unilever Oliver Marketing (Ustudio) Dove Men+Care Try A Little Care Best Integrated Marketing Campaign Defy Hellosquare Better Now, Better Future ICC Levergy ICC Women's T20 World Cup 2023 Jacaranda FM SPAR Carols by Candlelight Jameson RAPT Creative Jameson Distillery on Tour (JHB) KFC Playmakers Sponsorship, Ogilvy, Mnd Share, Hearts and Science Mr Price Value Campaign Nando's SA WLY&R Nando's Bright Sides Shyft Standard Bank South Africa You won't find a cheaper dollar anywhere! Spotify Machine You Like It, We Got It Standard Bank South Africa Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi Stimorol Flow.Lab SySPRO Syle StySPRO International Women's Da Campaign	Ombudsman	Serufe	KZN floods
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Shyft Standard Bank South Africa You won't find a cheaper dollar anywhere! Spotify Machine You Like It, We Got It Standard Bank South Africa Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork 10% Millionaires Stimorol Saatchi & Saatchi Stimorol Flow.Lab SuperSport Playmakers Sponsorship & FuturePlay Africa XI SYSPRO Syte Syspro International Women's Da Campaign	Mr Price		Mr Price Value Campaign
Spotify Machine Machine You Like It, We Got It Standard Bank South Africa Standard Bank South Africa Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi Stimorol Flow.Lab SuperSport Playmakers Sponsorship & FuturePlay Syspro International Women's Da Campaign	Nando's SA	VMLY&R	Nando's Bright Sides
Standard Bank South Africa Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi Stimorol Flow.Lab Playmakers Sponsorship & FuturePlay SYSPRO Syte Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Flow.Lab Stimorol Flow.Lab Syspro International Women's Da Campaign	Shyft	Standard Bank South Africa	•
Standard Bank South Africa Thompson, Clockwork Stimorol Saatchi & Saatchi SuperSport Playmakers Sponsorship & FuturePlay SYSPRO Syte Syspro Syspro Syste Syspro Stimorol Flow.Lab Syspro International Women's Da Campaign	Spotify	Machine	You Like It, We Got It
Stimorol Saatchi & Saatchi Stimorol Flow.Lab SuperSport Playmakers Sponsorship & FuturePlay Africa XI SYSPRO Syte Syspro International Women's Da Campaign	Standard Bank South Africa		10% Millionaires
SuperSport Playmakers Sponsorship & FuturePlay Africa XI SYSPRO Syte Syspers Syspers Playmakers Sponsorship & FuturePlay Africa XI SYSPRO International Women's Date Campaign	Stimorol		Stimorol Flow.Lab
SYSPRO Syte Syspro International Women's Da Campaign			
· · ·			SYSPRO International Women's Day
The Coca-Cola Company IMUnderman Thempson South Africa I#MhetTheEente Elevery Search	The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search

Trophy Stout	Dentsu Creative Cape Town	Trophy Reclaim your DNA
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Vodacom	WLY&R	Unlock Your Summer
Most Viral Campaign		
Alexforbes	Lattitude	ArchAngel Sponsorship
ICC	Levergy	ICC Women's T20 World Cup 2023
Mr Price		Mr Price Value Campaign
11		#MrPriceEverydayMral TikTok
Mr Price		Campaign
MTN	Magna Carta	MTN Summer Campaign WNdfall
MultiChoice Group		kykNET Podcast
Nando's SA	VMLY&R	Voice of The People
Nelson Mandela Foundation	Flow Communications	20th Nelson Mandela Annual Lecture
Oliver Marketing	Unilever	Dove Men Try A Little Care
P&G	EssenceMediaCom	Gillette-Indoda Can Shave
Paramount	8909	The Monetisation Project
SATourism	Wunderman Thompson South Africa	#XibelaniMoves
Standard Bank South Africa	Wunderman Thompson South Africa	Save for it with Donovan Goliath
Standard Bank South Africa	Wunderman Thompson South Africa	App Series
SuperSport	Playmakers Sponsorship & FuturePlay	Sounds of the World Cup
Tiger Brands	Offlimit Communications & Hellosquare	Jungle #DoLifeWithHeart
Trophy Stout	Dentsu Creative Cape Town	Trophy Reclaim your DNA
Best Use of Social Media to Research and Evaluate		
Paramount	8909	The Monetisation Project
Best Influencer Marketing Campaign		
DStv	Duma Collective	MultiChoice - Origins
Mr Price		#MrPriceEverydayViral TikTok Campaign
MultiChoice Group		DStv Rewards
Nedbank	Levergy	Nedbank YouthX
Nivea	DNA Brand Architects	#ForYourShadeOfBeautiful
SATourism	Wunderman Thompson South Africa	#XibelaniMoves
Spotify	Machine	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Standard Bank South Africa	Wunderman Thompson South Africa	Save for it with Donovan Goliath
SuperSport	Playmakers Sponsorship & FuturePlay	Sounds of the World Cup
The Coca-Cola Company	Wunderman Thompson South Africa	#WhatTheFanta Flavour Search
Tiger Brands	Offlimit Communications & Hellosquare	Jungle #DoLifeWithHeart
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
Best Use of AI in Marketing Campaign Award		
CarSpa AutoWash	Flow Communications	CarSpa Al Loyalty Campaign
DStv (MultiChoice)	Helm	DStv Assist
AGENCY AWARD CATEGORIES:		
Best Augmented Reality Marketing Campaign by an Agency	,	
Dentsu Creative Cape Town	Trophy Stout	Trophy Reclaim your DNA
Dentsu Performance	Absa	Absa Abby Virtual Assistant
Zenith Media	Disney	Disney+ Winter Campaign
Best Use of Technical Innovation by an Agency		,
Dentsu	Absa Home Loans	Loadshedding Solutions (NightVision)
Dentsu Performance	MultiChoice	Shaka iLembe Nightvision
	Daily Maverick	The Gathering
Flow Communications		
Flow Communications Flow Communications	CarSpa AutoWash	Caropa Ar Loyally Cambalon
	CarSpa AutoWash Savanna	CarSpa Al Loyalty Campaign Savanna Gugu
Flow Communications Grey Advertising Africa	<u>'</u>	Savanna Gugu
Flow Communications Grey Advertising Africa Grey Advertising Africa	Savanna Savanna	Savanna Gugu Savanna Dry Goods
Flow Communications Grey Advertising Africa Grey Advertising Africa Grey Advertising Africa	Savanna	Savanna Gugu Savanna Dry Goods Savanna Comedy Bar NFTs
Flow Communications Grey Advertising Africa Grey Advertising Africa	Savanna Savanna Savanna	Savanna Gugu Savanna Dry Goods

Lumico	Absa	Nampo VR
Lumico	Absa	Absa Renewable 360 Website and VR Experience
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
Ruby Digital		RubyLeads
MLY&R	Nando's SA	Nando's Bright Sides
Zenith Media	MSA	VISA P2P
Most Innovative App Developed by an Agency	VIOA	VIOAT ZI
Byte Orbit	Standard Bank South Africa	Shyft
Flow Communications		· ·
	Daily Maverick	The Gathering
Flow Communications	CarSpa AutoWash	CarSpa Al Loyalty Campaign
Kilmer & Cruise	Hill's Pet Nutrition	Hill's Pet Matchmaker
Most Viral Campaign by an Agency		
Arora Online		Africa's Business Heroes
Dentsu Creative Cape Town	Trophy Stout	Trophy Reclaim your DNA
Duma Collective	Johannesburg Film Festival	Johannesburg Film Festival
Duma Collective	DStv	Big Brother Titans
Flow Communications	Nelson Mandela Foundation	20th Nelson Mandela Annual Lecture
Grey Advertising Africa	Burger King	#KINGSIZE BUDGET SPEECH
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Levergy	ICC	ICC Women's T20 World Cup 2023
Lumcico	RCL Foods	Lauren Joseph - Optimizor Elite
Machine	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork	Standard Bank South Africa	10% Millionaires
Mindshare, MSL, Hoorah, Tilt		
	Avon	Avon Hydramatic
Playmakers Sponsorship & FuturePlay	SuperSport	Sounds of the World Cup
Unilever	Oliver Marketing (Ustudio) & Edelman Africa	· ·
Woolworths W Agency	Woolworths	WRewards Get a card. Get the wow
Wunderman Thompson South Africa	Nestle	How do you eat a Kit Kat?
Wunderman Thompson South Africa	Standard Bank South Africa	App Series
Zenith Media	Three Ships Whisky	Bourbon Cask
Most Innovative Social and Digital Media by a Small Agend	у	
Hellosquare	KOO	Emoji Eats
Stratitude	Chas Everitt	CHAS EVERITT GO
The Digital Plug	Hollard	#Amabreadwinner Phase 2
The Digital Plug	Hollard	Let's Get Living
Most Innovative Social and Digital Media by a Med-Large A	Agency	
ByDesign Communications	Anglo American	PlatAfrica 2022
Dentsu Creative Cape Town and Carat	NIVEA	Wear Your Skin With Pride
Dentsu Performance	MultiChoice	GOtv Big Brother Naija
Dentsu Performance	MultiChoice	DSTV Via Streaming Kenya
Dentsu Performance	NIVEA	Radiant & Beauty Launch
EssenceMediaCom	P&G	Gillette-Indoda Can Shave
Grey Advertising Africa	Savanna	Savanna Comedy Bar NFTs
Havas Johannesburg	Mneworker's Investment Company	MC Khulisani Ventures: Blacceleration
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Hoorah Digital	Bain's Whisky	Bain's Cocktail Studio
Machine	Prime Video	Jack Ryan S3 Binge-Watching Calendar
Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork	Standard Bank South Africa	10% Millionaires
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
The Hardy Boys – a Wunderman Thompson Company	AACL	Senior Pawfessionals
WLY&R	Nando's SA	Nando's Bright Sides
Wunderman Thompson South Africa	The Coca-Cola Company	#WhatTheFanta Flavour Search
-	Standard Bank South Africa	Save for it with Donovan Goliath
Wunderman Thompson South Africa	Standard Bank South Africa Standard Bank South Africa	Save for it with Donovan Goliath Ann Series
·	Standard Bank South Africa Standard Bank South Africa SA Tourism	Save for it with Donovan Goliath App Series #XibelaniMoves

Arora Online		Africa's Business Heroes
DNA Brand Architects	Nivea	#ForYourShadeOfBeautiful
EssenceMediaCom	P&G	Gillette-Indoda Can Shave
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Lumico	RCL Foods	Lauren Joseph - Optimizor Elite
Machine	Spotify	Ons Praat Nie Afrikaans Nie, Ons Sing Dit
Mindshare, MSL, Hoorah, Tilt	Avon	Avon Hydramatic
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
Playmakers Sponsorship & FuturePlay	SuperSport	Sounds of the World Cup
The Digital Plug	Hollard	Let's Get Living
The Digital Plug	Hollard	#Amabreadwinner Phase 2
Wunderman Thompson South Africa	Nestle	How do you eat a Kit Kat?
Wunderman Thompson South Africa	The Coca-Cola Company	#WhatTheFanta Flavour Search
Wunderman Thompson South Africa	Standard Bank South Africa	Save for it with Donovan Goliath
Wunderman Thompson South Africa	SATourism	#XibelaniMoves
Best Integrated Marketing Campaign by an Agency		
Cardova	Clover	Tropika Island of Treasure All Stars
DNA Brand Architects	Nivea	#ForYourShadeOfBeautiful
Duma Collective	DStv	Big Brother Titans
Duma Collective	Johannesburg Film Festival	Johannesburg Film Festival
Grey Advertising Africa	Savanna	Savanna Dry Goods
Hellosquare	Defy	Better Now, Better Future
Hoorah Digital	Bain's Whisky	Pata Pata Reimagined
Lattitude	Alexforbes	ArchAngel Sponsorship
Levergy	ICC	ICC Women's T20 World Cup 2023
Lumico	RCL Foods	Optimizor Elite
Magna Carta	MTN	MTN Summer Campaign WNdfall
Mindshare, M&C Saatchi Abel, 2Stories	Standard Bank South Africa	Shyft Global Money App
Oliver Marketing (Ustudio) & Edelman Africa	Unilever	Dove Men+Care Try A Little Care
Playmakers Sponsorship & FuturePlay	SuperSport	Africa XI
Playmakers Sponsorship, Ogilvy, Mnd Share, Hearts and Science	KFC	KFC Fryhard Fans Fueled by KFC Delivery
Saatchi & Saatchi	Stimorol	Stimorol Flow.Lab
Stratitude	Chas Everitt	CHAS EVERITT GO
VMLY&R	Nando's SA	Nando's Bright Sides
Woolworths W Agency	Woolworths	WRewards Get a card. Get the wow
Wunderman Thompson South Africa	The Coca-Cola Company	#WhatTheFanta Flavour Search
Blogging Excellence by an Agency		
Flow Communications	Women Presidents Organization	Grow WPO Campaign
New Media	Vodacom	Vodacom now! blog
Best Use of Al in Marketing Campaign Award by an Agency		
Flow Communications	CarSpa AutoWash	CarSpa Al Loyalty Campaign
Grey Advertising Africa	Savanna	Savanna Gugu
Zenith Media	MSA	VISAP2P
ONLINE MEDIA & TOOLS CATEGORIES:		
Best Intranet		
PLP Group	Stratitude	PLP UNIVERSE
Best Corporate Website		
Bain's Whisky	Hoorah Digital	Bain's Cocktail Studio
Two Oceans Aquarium	Flow Communications	Two Oceans Aquarium Website
Best Marketing Automation Campaign		·
CarSpa AutoWash	Flow Communications	CarSpa Al Loyalty Campaign
ROAR AFRICA	2Stories	The Greatest Safari on Earth
		Sanlam Reality Open Market
Sanlam	Machine	Acquisition
Best Online Newsletter		
DARE!	Havas South Africa	Dare #8 Mind Your Language
Drakenstein Municipality	Lumico	Vars e-Newsletter
•	•	•

Good Work Foundation	Flow Communications	Reimagine Education newsletter
Ombudsman	Serufe	The Briefcase- newsletter
Sanlam	Machine	Sanlam Retail Mass
South African Veterinary Council	Flow Communications	The Council's Voice – SAVC quarterly newsletter
Vodacom	New Media	Vodacom now! newsletter
Best Use of Podcast / Vlog to Promote a Brand or Ev	ent	
Adcock Ingram	CliffCentral.com	Beyond Madness
Bullbrand	CliffCentral.com	Bullbrand State Of The Strong Podcas
Catalytic	CliffCentral.com	UnBundled Podcast – powered by Catalytic
Jacaranda FM	True Crime South Africa	Die Afrikaanse weergawe
LegalWise	The Digital Plug	Youth Month Campaign
LegalWise	The Digital Plug	Labour Month Campaign
Markets.com	CliffCentral.com	Markets Mondays
MultiChoice Group		kykNET Podcast
Nestle	Wunderman Thompson South Africa	How do you eat a Kit Kat?
Best Online Magazine Newspaper		, , , , , , , , , , , , , , , , , , , ,
Corruption Watch	Clockwork	
Nutun Digital Business Services	Machine	From TCR Ngage to Nutun Ngage
Sanlam	Machine	Sanlam Connect
OVERALL MAIN AWARD CATEGORIES:		
The New Generation Digital Brand of the Year Award	d	
Absa	Lumico	
Dove Men - Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
MultiChoice Group	DStv	DStv Rewards
Nando's SA	VMLY&R South Africa	Dotvicwards
RCL Foods	Lumico	Optimizor
		Ориппал
Vodacom	1\/\/\/I YX.R	
Vodacom Xhox - Microsoft	VMLY&R Clockwork	Wakanda Forever
Xbox - Microsoft	Clockwork	Wakanda Forever
Xbox-Mcrosoft The New Generation Best Agency Community Engage	Clockwork gement Manager Award	Wakanda Forever
Xbox-Mcrosoft The New Generation Best Agency Community Engage Dipuo Tshoagong	Clockwork gement Manager Award Wunderman Thompson South Africa	Wakanda Forever
Xbox-Microsoft The New Generation Best Agency Community Engage Dipuo Tshoagong The New Generation Online Strategy of the Year Aw	Clockwork gement Manager Award Wunderman Thompson South Africa yard	
Xbox-Mcrosoft The New Generation Best Agency Community Engage Dipuo Tshoagong The New Generation Online Strategy of the Year Aw NightVision	Clockwork gement Manager Award Wunderman Thompson South Africa rard Dentsu	AdTech Solution
Xbox-Mcrosoft The New Generation Best Agency Community Engage Dipuo Tshoagong The New Generation Online Strategy of the Year Aw NightVision Anglo American	Clockwork gement Manager Award Wunderman Thompson South Africa rard Dentsu ByDesign Communications	AdTech Solution PlatAfrica 2022
Xbox-Microsoft The New Generation Best Agency Community Engage Dipuo Tshoagong The New Generation Online Strategy of the Year Aw NightVision Anglo American Bain's Whisky	Clockwork gement Manager Award Wunderman Thompson South Africa pard Dentsu ByDesign Communications Hoorah Digital	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined
Xbox-Microsoft The New Generation Best Agency Community Engage Dipuo Tshoagong The New Generation Online Strategy of the Year Aw Night/Ision Anglo American Bain's Whisky MultiChoice Group	Clockwork gement Manager Award Wunderman Thompson South Africa rard Dentsu ByDesign Communications Hoorah Digital DStv	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards
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Zhuraan Glade	The Alternative Power	Switch Energy Drink	
STUDENT AWARD CATEGORY:			
The New Generation Overall Student Group of the Year Award			
AAA School of Advertising		Ladles of Love	
University of Johannesburg		Kids Haven	
The IIE-Vega School & AAA School Of Advertising & Open Window Institute & University of Johannesburg		Neon Threads	

The 2023 awards gala ceremony will be hosted at The Hilton Hotel Sandton, on 27 September.

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