

Levergy wins big at New Generation Awards

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Sport and entertainment communications agency Levergy continued a stellar 2017 after taking home seven trophies at the recent New Generation Awards. The awards, which take place annually, honour innovation in social and digital media. Levergy's haul included three gold, two silvers and two bronze (one of the biggest by an agency on the night and the most by a sponsorship industry agency) and included recognition for all three of Levergy's retainer clients, SuperSport, Audi and New Balance.



Struan Campbell, Co-founder at Levergy, said, "To be recognised for our work in the social and digital space is immensely rewarding for us. We strive to ensure our methods are always evolving and keeping up with current trends and these awards are evidence of that. We owe our clients thanks for their support in helping us create the most innovative work we can."

Among the seven awards on the night were golds in the categories of Most Innovative Use of Social Media (SuperSport Euro 2016); Best Social Media Reach From an Event (Audi Bowling Lab); and Best Use of Social Media to Research and Evaluate which was awarded to Levergy's industry unique insights division for their audit on the African sporting landscape. The recognition continues a standout year for the agency which also picked up two awards at the IAB Bookmark Awards as well as the coveted Agency of the Year title at the Discovery Sports Industry Awards.

"We pride ourselves in our ability to utilise current industry trends and cutting-edge techniques to develop best practise thinking for our clients," added Levergy CEO Clint Paterson. "To have achieved seven awards having gone up against the best creative agencies in South Africa is an achievement we are immensely proud of and is a continuation what is without a doubt Levergy's best year yet. We are hugely excited at continuing this upward trend going forward," he concluded.

For more information on Levergy and for contact details go to Levergy.co.za or follow [@levergy_sa](https://twitter.com/levergy_sa) on Twitter.

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