

Entries open for New Generation Social & Digital Media Awards

The New Generation Awards, which recognise agencies and corporates for the initialisation of social and digital concepts and campaigns, are now open for entries. Entries submitted before 15 June 2016 are R500 per category, entries received after that date will be R600 per entry.

There are three new award categories for this year's competition. The first is the Best Revenue Marketing Campaign/Event Award, which recognises the most outstanding campaign or event that resulted in generating an exponential ROI. Sales generated vs Cost to execute.



The second is the Best Marketing Automation Campaign Award, which recognises the use of software platforms and technologies designed to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks. A good Automation Marketing Campaign is one that manages to attract new subscribers, increase product usage, gather product feedback and nurtures leads.

The third is the Best Community Engagement Manager Award, which recognises an individual that has championed the use of social media, the successful communication of events and content creation, among other things 'for the good of the communications industry'.

Awards judging panel

This year's judging panel integrates some of the country's leading digital and creative minds in industry.

- Prakash Patel - MD at Fogg Cape Town, Past CEO Prezence/CDO DraftFCB
- Gillian Findlay - CEO at Cambial Communications and former chairman of PRCC
- Desiree Gullan - ECD at Gullan and Gullan
- Astrid Ascar - digital content marketing consultant, strategist, radio presenter, heads up IAB SA Educational Council
- Tara Turkington - CEO at Flow Communications
- Bokang Mabiletsa - owner at Mind Interactive.
- Jeff Siepman - creative director at Base 2 Digital
- Kenneth Garvie - MD at OneoverOne Agency

- Alex Honegger - head of digital & social media at Cambial Communications.

For more information, go to www.newgenawards.co.za or call +27 (0) 11 462 9963.

For more, visit: <https://www.bizcommunity.com>