

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 Validota i Guirdation	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 FOIEVEI
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	Trophy Redaim your DNA
Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
	Oriver ivarketing (Ostadio)	Dove Well+Care Try Active Care
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	AVSTEL 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		3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 -
Camp Master	FGX Studios	
Sandton Central	FGX Studios	
Sanlam	Machine	Sanlam Reality - Wealth Sense blog
Trojan	FGX Studios	Carram reality violation concessing
Women Presidents Organization	Flow Communications	Grow WPO Campaign
Most Innovative Use of Social and Digital Media	1 low communications	Grow vii C Campaign
most fillovative ose of oocial and Digital media	The Hardy Boys – a Wunderman Thompso	nn l
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
Mr Price		#MrPriceEverydayMral TikTok Campaign
Nando's SA	VMLY&R	Nando's Bright Sides
Paramount	8909	The Monetisation Project
i didinodit.	0000	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 Power	Switch Energy Drink	Home Affairs- South Africa you going to 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	, to straig tai	DStv Rewards
PepsiCo	Rookdigital	
Xbox- Microsoft	Clockwork	Wakanda Forever
Xbox- Microsoft	Clockwork	Hogwarts Legacy
Best Community Engagement Award	Ciodwon	1 logware Logacy
AB InBev Africa	Carling Black Label	#TCIF – Thank Carling It's Friday
ANSTEL ANSTEL	Kasinomics & Mobitainment	AMSTEL THE ENTREPRENEUR
	Hoorah Digital	
Bain's Whisky MTN	Magna Carta Reputation Management	Pata Pata Reimagined Smile FM Smile for Ice Cream
	Consultants	
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-Microsoft	Clockwork	Wakanda Forever
Xbox-Microsoft	Clockwork	Hogwarts Legacy
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Excellence In Content Marketing		

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Playmakers Sponsorship, Ogilw, Mnd Share, Hearts and Science Mr Price Mr Price Value Campaign Nando's SA WLY&R Nando's Bright Sides You won't find a cheaper dollar anywhere! Spotify Machine Standard Bank South Africa Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi SuperSport Playmakers Sponsorship & FuturePlay Syspro Syspro Mrec Fryhard Fans Fueled by KFC Delivery+ KFC Fryhard Fans Fueled by KFC Delivery+ Mrec Value Campaign KFC Fryhard Fans Fueled by KFC Delivery+ Mrec Value Campaign You won't find a cheaper dollar anywhere! You Like It, We Got It Standard Bank South Africa Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Flow.Lab Syspro Syspro Syspro Syspro International Women's Day Campaign		DADT C#:	, ,
Share, Hearts and Science Delivery+ Mr Price Mr Price Value Campaign Nando's SA VMLY&R Nando's Bright Sides Shyft Standard Bank South Africa Spotify Machine Mr Vou Won't find a cheaper dollar anywhere! You Like It, We Got It Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi SuperSport Playmakers Sponsorship & FuturePlay SySPRO International Women's Day Campaign	JameSUI		• • • •
Nando's SA MLY&R Nando's Bright Sides You won't find a cheaper dollar anywhere! Spotify Machine You Like It, We Got It Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi SuperSport Playmakers Sponsorship & FuturePlay SySPRO International Women's Day Campaign	KFC		-
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 Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi SuperSport Playmakers Sponsorship & FuturePlay Africa XI SYSPRO Syte Syspro International Women's Day Campaign	Mr Price		' -
Spotify Machine You Like It, We Got It Standard Bank South Africa Mndshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi Stimorol Flow.Lab SuperSport Playmakers Sponsorship & FuturePlay Africa XI SYSPRO Syte Syspro International Women's Day Campaign	Nando's SA	VMLY&R	<u> </u>
Standard Bank South Africa Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Saatchi & Saatchi SuperSport Playmakers Sponsorship & FuturePlay SYSPRO Syte Mindshare, M&C Saatchi, Wunderman Thompson, Clockwork Stimorol Flow.Lab Stimorol Flow.Lab SysPRO International Women's Day Campaign	Shyft	Standard Bank South Africa	•
Standard Bank South Africa Thompson, Clockwork Stimorol Saatchi & Saatchi SuperSport Playmakers Sponsorship & FuturePlay SYSPRO Syte Syte SysPRO International Women's Day Campaign	Spotify	Machine	You Like It, We Got It
SuperSport Playmakers Sponsorship & FuturePlay Africa XI SYSPRO Syte Syspan Sys	Standard Bank South Africa		10% Milionaires
SYSPRO Syte SYSPRO International Women's Day Campaign	Stimorol	Saatchi & Saatchi	Stimorol Flow.Lab
SYSPRO Syte SYSPRO International Women's Day Campaign	SuperSport	Playmakers Sponsorship & FuturePlav	Africa XI
, · ·	SYSPRO		SYSPRO International Women's Day
THE CONSTRUCTION INTERPRETATION INTERPRETATION OF THE PROPERTY	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	VMLY&R	Unlock Your Summer
Most Viral Campaign		
Alexforbes	Lattitude	ArchAngel Sponsorship
ICC	Levergy	ICC Women's T20 World Cup 2023
Mr Price	2010.99	Mr Price Value Campaign
		#MrPriceEverydayMral TikTok
Mr Price		Campaign
MTN	Magna Carta	MTN Summer Campaign WINdfall
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		#MrPriceEverydayMral 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 Al 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	MARIO - 1	Shaka iLembe Nightvision
	MultiChoice	
Flow Communications	Daily Maverick	The Gathering
Flow Communications Flow Communications		
	Daily Maverick	The Gathering
Flow Communications	Daily Maverick CarSpa AutoWash	The Gathering CarSpa Al Loyalty Campaign
Flow Communications Grey Advertising Africa	Daily Maverick CarSpa AutoWash Savanna	The Gathering CarSpa Al Loyalty Campaign Savanna Gugu
Flow Communications Grey Advertising Africa Grey Advertising Africa	Daily Maverick CarSpa AutoWash Savanna Savanna	The Gathering CarSpa Al Loyalty Campaign Savanna Gugu Savanna Dry Goods
Flow Communications Grey Advertising Africa Grey Advertising Africa Grey Advertising Africa	Daily Maverick CarSpa AutoWash Savanna Savanna Savanna	The Gathering CarSpa Al Loyalty Campaign Savanna Gugu Savanna Dry Goods Savanna Comedy Bar NFTs

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
		<u> </u>
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	MSAP2P
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	Communication	Socials / qualitatii vvobsito
CarSpa AutoWash	Flow Communications	CarSpa Al Loyalty Campaign
ROAR AFRICA	2Stories	The Greatest Safari on Earth
NOTE AT THOSE	ZOIOTIGO	Sanlam Reality Open Market
Sanlam	Machine	Acquisition
Best Online Newsletter	<u></u>	
DARE!	Havas South Africa	Dare #8 Mind Your Language
Drakenstein Municipality	Lumico	Vars e-Newsletter
	1	_1

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 E	vent	
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 Awa	ard	
Absa	Lumico	
Dove Men - Unilever	Oliver Marketing (Ustudio)	Dove Men+Care Try A Little Care
MultiChoice Group	DStv DStv	DStv Rewards
Nando's SA	VMLY&R South Africa	Dotvicwards
RCL Foods	Lumico	Optimizor
		Ориппал
	1\/\\/\ YX.R	
Vodacom Xhox - Microsoft	VMLY&R Clackwork	Wakanda Forever
Xbox - Mcrosoft	Clockwork	Wakanda Forever
Xbox- Mcrosoft The New Generation Best Agency Community Enga	Clockwork agement Manager Award	Wakanda Forever
Xbox - Mcrosoft The New Generation Best Agency Community Enga Dipuo Tshoagong	Clockwork agement Manager Award Wunderman Thompson South Africa	Wakanda Forever
Xbox-Mcrosoft The New Generation Best Agency Community Enga Dipuo Tshoagong The New Generation Online Strategy of the Year A	Clockwork agement Manager Award Wunderman Thompson South Africa ward	
Xbox - Mcrosoft The New Generation Best Agency Community Enga Dipuo Tshoagong The New Generation Online Strategy of the Year Avi	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu	AdTech Solution
Xbox-Mcrosoft The New Generation Best Agency Community Enga Dipuo Tshoagong The New Generation Online Strategy of the Year Ar NightVision Anglo American	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications	AdTech Solution PlatAfrica 2022
Xbox- Mcrosoft The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year And NightVision Anglo American Bain's Whisky	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined
Xbox-Mcrosoft The New Generation Best Agency Community Enga Dipuo Tshoagong The New Generation Online Strategy of the Year Ar NightVision Anglo American Bain's Whisky MultiChoice Group	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards
Xbox- Mcrosoft The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year And NightVision Anglo American Bain's Whisky MultiChoice Group Paramount	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy
Xbox-Mcrosoft The New Generation Best Agency Community Engather Dipuo Tshoagong The New Generation Online Strategy of the Year Are NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Oliver Marketing (Ustudio)	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care
Xbox-Mcrosoft The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art Night/Asion Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Oliver Marketing (Ustudio) Dentsu Creative Cape Town	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide
Xbox-Mcrosoft The New Generation Best Agency Community Engatorium Tshoagong The New Generation Online Strategy of the Year And Night/Nision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
Xbox- Mcrosoft The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year And NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Mcrosoft	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Oliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide
Xbox- Mcrosoft The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art Night/Nision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Mcrosoft The New Generation Small Agency of the Year Award	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Oliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engatory Dipuo Tshoagong The New Generation Online Strategy of the Year Art NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Microsoft The New Generation Small Agency of the Year Award Adclick Africa	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Oliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
Xbox-Mcrosoft The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Mcrosoft The New Generation Small Agency of the Year Awar Adclick Africa Paradigm Connect	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Oliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
Xbox- Mcrosoft The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art Night/Mision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Mcrosoft The New Generation Small Agency of the Year Award Addick Africa Paradigm Connect The Digital Plug	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Microsoft The New Generation Small Agency of the Year Award Addick Africa Paradigm Connect The Digital Plug The New Generation Med-Large Agency of the Year	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Microsoft The New Generation Small Agency of the Year Award Addick Africa Paradigm Connect The Digital Plug The New Generation Med-Large Agency of the Year Cardova	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox - Microsoft The New Generation Small Agency of the Year Average Adelick Africa Paradigm Connect The Digital Plug The New Generation Med-Large Agency of the Year Cardova Dentsu Performance	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art Night/Ision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox - Microsoft The New Generation Small Agency of the Year Award Adclick Africa Paradigm Connect The Digital Plug The New Generation Med-Large Agency of the Year Cardova Dentsu Performance Flow Communications	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Microsoft The New Generation Small Agency of the Year Award Addick Africa Paradigm Connect The Digital Plug The New Generation Med-Large Agency of the Year Cardova Dentsu Performance Flow Communications Ruby Digital	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art NightVision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox - Microsoft The New Generation Small Agency of the Year Award Addick Africa Paradigm Connect The Digital Plug The New Generation Med-Large Agency of the Year Cardova Dentsu Performance Flow Communications Ruby Digital VMLY&R South Africa	Clockwork agement Manager Award Wunderman Thompson South Africa ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign
The New Generation Best Agency Community Engate Dipuo Tshoagong The New Generation Online Strategy of the Year Art Night/Nision Anglo American Bain's Whisky MultiChoice Group Paramount Unilever Virgin Active Women Presidents Organization Xbox- Microsoft The New Generation Small Agency of the Year Award Addick Africa Paradigm Connect The Digital Plug The New Generation Med-Large Agency of the Year Cardova Dentsu Performance Flow Communications Ruby Digital VMLY&R South Africa The New Generation Overall Social & Digital Corporation	Clockwork agement Manager Award Wunderman Thompson South Africa Ward Dentsu ByDesign Communications Hoorah Digital DStv 8909 Cliver Marketing (Ustudio) Dentsu Creative Cape Town Flow Communications Clockwork ard	AdTech Solution PlatAfrica 2022 Pata Pata Reimagined DStv Rewards Online Strategy Dove Men+Care Try A Little Care Virgin Active Summer Guide Grow WPO Campaign Wakanda Forever
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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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