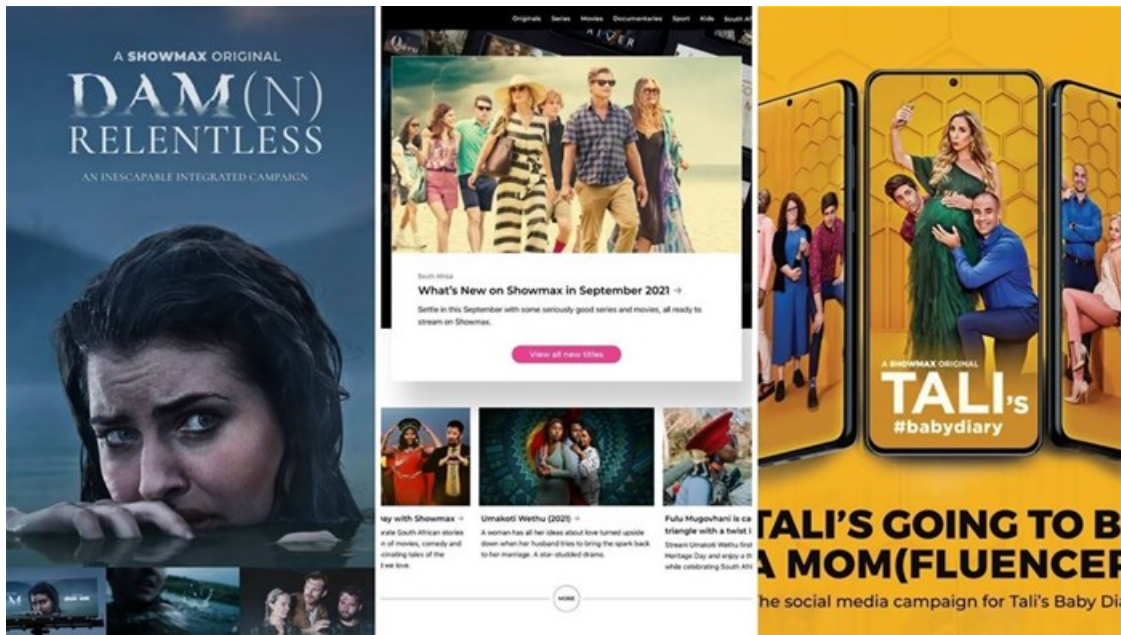


# Showmax wins 7 Supersonic New Generation Awards and online strategy of the year

Issued by [Showmax](#)

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Streaming platform Showmax, part of MultiChoice's Connected Video division, scooped seven awards at the Supersonic New Generation Awards 2021, including the coveted Online Strategy of the Year Award.



Now in their ninth year, the New Gen Awards recognises and celebrates the use of ground-breaking ideas and new technologies to drive online campaigns in South Africa's advertising, marketing and communications space.

Having spent several years building an in-house creative studio, PR and content marketing function, Showmax has steadily carved out a reputation for executing memorable and effective digital campaigns.

Showmax won awards in the following categories:

## Blogging Excellence

Bronze – [Showmax Stories](#) – Corporate

Gold – [Jonga List](#) – Corporate

## Excellence in Content Marketing

Silver – Tali's Baby Diary – Corporate

Gold – DAM – Corporate

## Best Online PR Campaign

Gold – Tali's Baby Diary – Corporate

## Most Viral Campaign

## The New Generation Online Strategy of the Year Award

Gold – Showmax

- **Showmax named Marketing Team of the Year at the 2022 Promax Africa Awards** 14 Nov 2022
- **Showmax Pro launches promotional offer from R199 a month** 19 Oct 2022
- **"Every South African needs to watch this." Critics rave about *Steinheist* doccie** 27 Sep 2022
- **Best reactions from first-time SAFTA nominees** 19 Jul 2022
- **Trailer alert: first look at Tarryn Wyngaard and Thapelo Mokoena in the Showmax Original survival horror *Pulse*** 24 May 2022

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