

New Media shines in New York

Issued by [New Media](#)

11 Dec 2018

[New Media](#) continues to rake in the awards with a category clean-up at the [Pearl Awards](#), which were held in New York last Friday. In the **Best Print Experience** (B2C) category, New Media won both the gold and silver awards with their publications for Sanlam and Woolworths.

centennial

The story of Sanlam in 100 objects



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Taking gold, the Sanlam Centenary magazine was one of a series of publications produced for Sanlam to celebrate its

100th birthday in 2018. Woolworths *TASTE* magazine took the silver for the March 2018 edition of the incredibly successful monthly title. Elizka Ferreira, head of foods marketing for Woolworths says, “We are immensely proud of the experience that New Media creates for our customers in *TASTE*, and to have that recognised on the international stage is phenomenal.”

Although primarily a digital content and strategy agency, New Media is thrilled to receive these awards for two printed products. The results reaffirm its belief in print as a powerful solution in the right circumstances. Both products illustrate how careful planning, a relentless focus on excellence and the very best talent can come together to create wonderful reader experiences in what is fast becoming the premium channel of print. New Media’s group creative director Crispian Brown adds: “Although very different in subject matter, audience and purpose, *Centennial* and *TASTE* share a basic DNA for creating great content: a good brief, a client who trusts and collaborates with you, a clear strategy and the best creatives focussing on their craft. A good print execution should pique interest irrespective of where people choose to start reading, and surprise and delight the more they explore.”

Run by the Content Council in the USA, the Pearl Awards receive hundreds of entries and recognise the very best in content excellence around the world. The awards ceremony was hosted in New York at Hearst Tower on Friday and agencies from the USA, UK, Sweden, Canada, Australia and South Africa were recognised for their world-class work.

Aileen Lamb, MD of New Media says, “Both Sanlam and Woolworths are long-standing clients of New Media and, in both cases, the relationship of trust allows New Media to push the boundaries of creativity, put the customer first, and invest in quality talent and resources. I want to congratulate our clients and thank them and our teams for their relentless pursuit of excellence and their willingness to always make it one step better. The excellence that has been rewarded in these two products is backed up by a body of varied and excellent work for both Sanlam and Woolworths of which we are very proud.”

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New Media



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