

New Media brings four awards from New York's Pearl Awards to South Africa

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South African expertise in content marketing has yet again been recognised on an international stage with New Media taking home four awards at the prestigious Pearl Awards held in New York this week..

The Pearl Awards celebrate the best in content marketing and are judged by the Custom Content Council, the leading professional organisation for branded content and content marketing in North America. Providing custom publishing and internal communications services to a broad range of blue-chips clients for 16 years New Media is South Africa's leading multi-platform content marketing agency.

New Media was acknowledged with awards for Siyasiza magazine, which the agency produces on behalf of FNB, and Woolworths TASTE magazine. These awards come off the back of New Media receiving three Gold awards at the New Generation Social Media and Digital Awards.

Siyasiza, beating off major competitors like Qatar Airways and Qantas Airlines' in-flight magazines, took home a Gold award in the "Best Feature Article/Package category," and Bronze awards in the "Best Use of Typography," "Best launch or ReLaunch," categories.

Rounding out Media Publishing's haul was a Bronze award for *TASTE* magazine in the "Best Cover - Business to Consumer" category.

There were nearly 500 entries from a record of 65 different global companies up for consideration for the 2014 awards. A variety of content creators submitted their best work, including content agencies, top-tier publishers and brands, highlighting luxury automakers, the world's top airlines, major banks and more.

Commenting on the win, Bridget McCarney, managing director of New Media says, "The Pearls our FNB and Woolworths teams received recognise the creative and aesthetic skill which is poured into the range of products we produce."

"At New Media, we have more than a decade's experience in crafting strong, compelling content for brands which we have leveraged into the digital realm. Receiving recognition in the 'Best launch or ReLaunch' category reinforces our belief that whether it's through a print publication or a digital platform, at its core, the work of connecting brands with people is all the same," McCarney concludes.

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