

## Pick 'n Pay launches new custom mag

After a four-way pitch, Pick 'n Pay's new customer magazine, which will launch in November 2007 with an initial print run of 150 000, is being produced by John Brown, one of the UK's leading customer publishing, catalogue and digital agencies which recently opened offices in South Africa.



Naomi Herselman, newly appointed MD of John Brown SA

The Pick 'n Pay title will be the first magazine created and managed by John Brown South Africa (JBSA) – a new joint venture between John Brown and Media24. Naomi Herselman, co-founder of SA's customer magazine publishing agency New Media, has been appointed as MD of JBSA with immediate effect and has announced her resignation as executive director of NMP. Other senior creative and account staff are also being recruited locally.

The 100-page magazine will be distributed in-store and will mix inspirational food and lifestyle features together with Pick 'n Pay products and services, all designed to drive sales and loyalty amongst their customers.

Internationally, in addition to producing magazines for the UK's leading supermarket chain Waitrose, Swarovski and Virgin Atlantic Airways, John Brown's diverse range of clients include Disney, Emirates, IBM, Orange, The Royal Bank of Scotland and Volkswagen.

"We are very pleased to have JBSA on board," says Pick 'n Pay GM strategy Lyndsay Webster-Rozon. "In addition to their immense experience in the retail customer publishing market, their proposal incorporates a strong commitment to the development of publishing skills within the local arena. This includes forming alliances with Pick 'n Pay to support our many CSI projects."



Andrew Hirsch, CE of the John Brown group

Andrew Hirsch, CE of the John Brown group, says, "We are extremely pleased to be appointed by Pick 'n Pay to launch their new customer magazine programme. This is a very exciting time for the company and we're looking forward to being part of their team. The South African market represents a great opportunity for John Brown, and our partnership with Media24 provides the ideal structure to ensure the venture is a success."

"Media24 has long admired the publishing abilities of John Brown in the UK market and we looking forward to working with them in SA," says Patricia Scholtemeyer, CEO of Media24 Magazines. "We are delighted that Pick 'n Pay has chosen this joint venture vehicle to launch their magazine, and we have no doubt that with Naomi Herselman at the helm, it will be successful."

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