

## New Media brings back Pearl awards for South Africa

At the 2012 Pearl Awards, held in New York recently, New Media won two awards from among the 600 international entries of top custom content publications.



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One was the Gold award for the Best Integrated Print and Web Programme for *Woolworths TASTE* and the other, the Bronze award in the Best New Launch/Relaunch category for *Siyasiza*, an internal communications monthly magazine the distributed to 35,000 First National Bank (FNB) employees.

The Pearl Awards celebrate excellence in custom content across all media platforms. Custom content providers - small and large, B2B and B2C, representing clients in a wide range of industries and producing programmes across multiple outlets, participate in this competitive programme.



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### Dynamic platform for dialogue

Eloïse Boezak, head of employee engagement at FNB, was in New York to collect the magazine's award. "We're delighted with this acknowledgement of the hard work that has been put into it by the whole team. The magazine is a valued part of a multi-platform internal communication strategy, which also includes purpose built digital magazines. In its monthly printed form, it bottles 'the magic' of the bank by bringing its values to life, whilst marrying internal communications global best practice - creating a dynamic platform for dialogue, where ideas are powerful currency."

*Woolworths TASTE* adds this Gold award to its recent awards run, which include the Galliova top award for Best Food Writer of the Year and multiple awards at the 2012 Bookmark Awards.

New Media executive director Irna van Zyl says, "These awards, on top of our other recent successes confirm that the company is achieving what we set out to do: to create the very best content in the world. We are so thrilled for our clients and friends at both companies, who do not hesitate ever to push for more and better quality. Congratulations to them and our wonderful hardworking teams."