

New Media paints New York gold

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Two separate international events in New York - the prestigious Pearl Awards and the Eddies & Ozzies - have honoured work from Cape Town-based content marketers, New Media, with multiple gold awards.

VISI, the agency's own design and décor title, won a gold Eddie for best consumer website in the home category, and a gold Ozzie for best overall design of the print magazine.

Two more gold Eddies were awarded for Best Full Issue in the custom category - to Woolworths *Taste* magazine (six issues or more) and to Plascon *Spaces* magazine (six issues or less).

New Media also won a Gold Pearl Award for FNB's *Siyasiza* magazine, and a Bronze Pearl for most Innovative Content Solution for Woolworths *Taste* online.

These honours come on top of *Taste*'s food editor, Abigail Donnelly, being judged Galliova Best Food Writer of the Year, for the sixth time.

The Eddies & Ozzies Awards, hosted by Folio, celebrate editorial and digital excellence in magazine publishing. A panel of 300 judges had to choose from 2,800 entries.

The Pearls honour the very best in content marketing across print and digital channels, and are judged by the Content Council, the leading professional organisation for content marketing in North America. Winners were chosen from nearly 500 entries from around the world.

'We're thrilled by these wins for ourselves and our clients,' said Bridget McCarney, MD of New Media. 'Both the Pearls and the Eddies & Ozzies are hugely prestigious, and it's extremely gratifying to be judged the best at an international level.'

New Media has won 13 Pearl Awards for design, print magazines, web publications and integrated web and print solutions since 2010, as well as eight Eddies & Ozzies for editorial and design online and in print.



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