

NMP scores in the pursuit of relevance

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Leading South African customer publisher, New Media (NMP) walked away with an armful of trophies at the 40th annual MPASA PICA Awards for publishing and editorial excellence. The five category awards and six highly commended certificates will decorate the publisher's new home on Bree Street in the heart of Cape Town's CBD.



Woolworths TASTE magazine dominated the customer magazine category by taking home the overall award for Customer Magazine of the Year after scooping the category for Retail and Consumer Goods. Humble yet inspiring editor Sumien Brink won Customer Editor of the Year for the second time.

Increasing relevance was important as Woolworths TASTE went through a redesign this year. Research, conducted before the revitalised magazine launched, reinforced its success - 84% of readers spend between 30 minutes and four hours reading the magazine while also engaging with the Woolworths brand. Subtle yet strategic editorial changes were made to ensure that the publication is in sync with busy urban women.

Woolworths TASTE was also recently shortlisted in the APA's International Customer Publishing Awards in the Retail Customer Magazines category, where it competed against huge international titles from Waitrose, Tesco and Harrod's.

"We would like to congratulate New Media, especially Sumien and the Woolworths TASTE team on this stunning achievement. TASTE is truly an inspiring magazine that reflects the Woolworths Brand Values. We look forward to more years of working together as a team to produce innovative magazines for our readers," says an appreciative Glenda Philp, Food, Home, Special Occasions and Good Business Journey Executive at Woolworths.

The smartest magazine on the planet, HIP2B² for BSquare Communications, was recognised as a Pica winner too - for the third consecutive year - in the Essential and Professional Services category for its "anti-textbook" approach to science, technology, entrepreneurship and math.

NMP MD Bridget McCarney said: "It's a privilege to accept these awards on behalf of our clients. This year, we sat down to examine every aspect of every product at NMP from the business strategy to editorial design - ensuring that we deliver products of absolute relevance to our clients. We are proud to be at the forefront of custom content."

Judges recognised design and décor magazine VISI for the cutting-edge and trend-spotting 2008 Bathroom & Kitchen Report as Best Supplement. The publication was an editorial and publishing success as it translated international ideas into accessible terms. According to the judges, the tabloid format with newspaper stock was refreshingly unexpected.

Other NMP titles on the podium included Plascon COLOUR, Mercedes, and newcomer to the publishing world Bravo!

NMP was recognised in the following categories:

Woolworths TASTE

Winner: Customer Magazine of the Year

Winner: Sumien Brink: Editor of the Year



*Woolworths TASTE
editor, Sumien Brink*

Winner: Retail and Consumer Goods Customer Magazine

Plascon COLOUR

Highly commended: Leisure and Lifestyle Customer Magazine

Mercedes

Highly commended: Leisure and Lifestyle Customer Magazine

HIP2B²

Winner: Essential and Professional Services Customer Magazine - for the third consecutive year!

VISI

Best Supplement: Bathroom and Kitchen Report

Highly commended: Décor, Crafts, Food and Gardening Consumer Magazine

Editorial Excellence in the Best Visual Production of the Year category: Highly commended to Tina-Marié Malherbe and Dirk Pieters for Africa Rules

Editorial Excellence in the Designer of the Year category: Highly commended to Etienne Hanekom and Alex Latimer

Bravo!

Highly commended: Philip Tyler Trophy for Launch / Relaunch

Editorial Excellence in the Best Visual Production of the Year category: Highly commended to Carien Loubser for 'n Groen Aard

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