

# Big five win for New Media

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For the second consecutive year, New Media (NMP) won Customer Magazine of the Year last night for Woolworths Taste at the annual MPASA Pica Awards. There was a tower of trophies at New Media's (NMP) table as the team collected no less than five category wins, more than any other team.



Top of the pile was Woolworths TASTE as the magazine and newly launched website won their respective categories for customer magazine of the year and for online solution of the year. The magazine also walked away with the prize for overall magazine design of the year (Custom). Other NMP titles honoured on the night were youth title, HIP2B<sup>2</sup> for best tie-in with integrated marketing and corporate objectives and Mercedes in the annual, supplement or special issue category. Other NMP products were also recognised as finalists in twelve categories.

"This is the fourth time in the past five years that NMP has topped the customer magazine of the year," says elated MD Bridget McCarney. "I'm also particularly thrilled that TASTE's website, was able to compete with consumer brands - this a strong indication that customers do discriminate and that if they want excellent content, they will continue to engage with brands they trust."

TASTE is continuing its golden streak with a shortlisting for two international awards from the UK-based International Custom Publishing Awards and at the Pearl Awards hosted by the Custom Publishing Council in the US. Taste's website is also a finalist in the 2010 Bookmark's Awards, South Africa's premier platform for recognising excellence in the online space.

At the Pica's, judges commented on how Taste's balance and composition make the pages highly engaging and how they significantly re-enforce the reader experience.

The following titles were also finalists on the evening:

- Columnist of the Year: Sam Woulidge for Taste
- Photography/Photo-journalism of the Year: Dirk Pieters for VISI
- Layout of the Year: Etienne Hanekom for Visi (Concrete - Liquid Stone of Soul)
- Overall Magazine Design of the Year (Consumer): VISI
- Overall Magazine Design of the Year (Customer): HIP2B<sup>2</sup> (this category was won by Taste)
- Cover of the Year (Customer): Woolworths Taste
- Annual, Supplement or Special Issue (Consumer): Eat In, Eat Out
- Annual, Supplement or Special Issue (Customer): Edgars Club 80th Birthday issue (this category was won by Mercedes)
- Best Tie-in with Integrated Marketing and Corporate Objectives: Woolworths Taste (this category was won by HIP2B<sup>2</sup>)
- Launch or re-launch of the Year (Customer): Mango Juice
- Magazine of the Year (Consumer): VISI
- Magazine of the Year (Customer): HIP2B<sup>2</sup> (this category was won by Taste)

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