

# John Brown South Africa scoops double gold at international Pearl Awards

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John Brown Media South Africa has won the gold award for Best Print Magazine Editorial (B2B) at The Content Council's international Pearl Awards ceremony in New York with *MINDSPACE*. The magazine, produced for Old Mutual Corporate, also walked away with silver in the Best Print Magazine Design (b2b) category and was selected as one of the [judges' three favourites](#).

A large teal circle is centered on the page. Inside the circle, the words "JOHN BROWN" are written in a bold, white, sans-serif font. The text is arranged in two lines, with "JOHN" on the top line and "BROWN" on the bottom line.

**JOHN  
BROWN**

**thruMSPACE**  
Is car-sharing coming for  
commercial vehicles too?  
p27

**weMSPACE**  
Smart digital lessons from three  
multi-platform moguls  
p34

**yourSPACE**  
Find out why execs call in coaches,  
and you should too  
p38

# MiNDSPACE

ENRICH YOUR THINKING



**JASON  
DREW**

'From where I stand,  
the future is broken, and  
we need to get busy fixing  
it. The only way is for  
companies to understand  
the radical shift in thinking  
and reinvent.'

 **OLD MUTUAL**  
CORPORATE

John Brown Media South Africa's 'Supper Sorted' campaign for Pick n Pay scooped gold in the Best Use of Email category for the second consecutive year.

Fresh Living magazine, also produced for Pick n Pay, received the silver award for Best Print Magazine Editorial (B2C), and a bronze in the Retail Print category at the prestigious ceremony held on 7 December at Hearst Tower, New York City.

“Over and above a demand for excellence in content and design, The Pearl Awards judges require proven ROI, thus demonstrating that our work for clients leads not just to customer engagement but also to commercial success. We are enormously proud to have received three international awards and to be acknowledged by our peers on a global scale,” said Justine Drake, content director for John Brown Media SA.

Gugu-Lisa Zwane, marketing executive at Old Mutual Corporate, had the following to say about the win: “Old Mutual Corporate is thrilled by the award and recognition from such a prestigious organisation as The Content Council. Awards like these are always won when agency and client truly become a team with a common goal and purpose. John Brown Media’s Cape Town team embraced the vision we had for *MINDSPACE* and delivered something which exceeded our expectations, while always keeping the customer at the heart of the message, above all else.

The prestigious Pearl Awards celebrate excellence, innovation and effectiveness in content marketing strategies and campaigns from across the world. Experts judged entries on overall effectiveness, creativity and editorial excellence.

This year’s winners were picked from 83 companies, representing nearly 170 brands from 19 different countries, making The Pearl Awards a truly global competition.

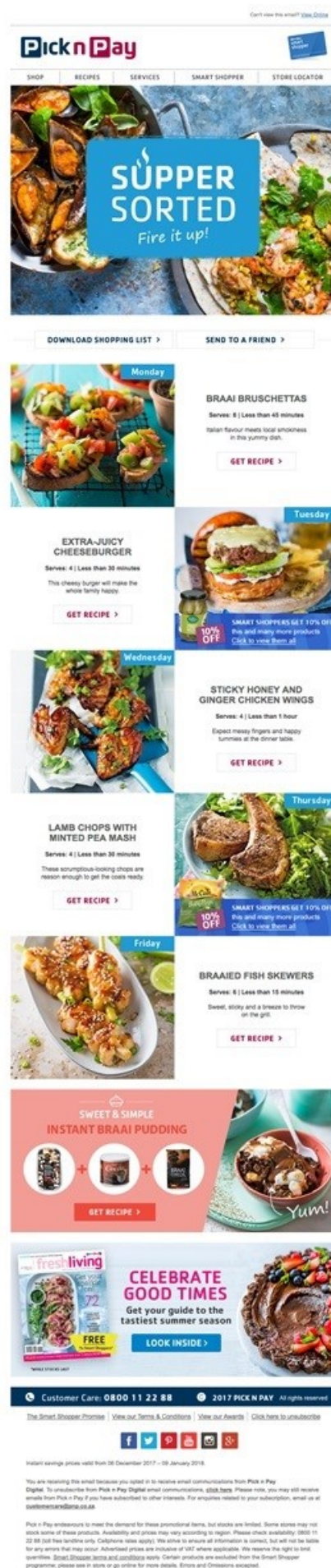
“Each year, we celebrate and honour excellence in content marketing across a wide variety of industry sectors and media platforms. This year’s entries were exceptional and represent the best in content marketing from around the globe,” says Jacqueline Loch, Chair of The Content Council. “With marketers now spending nearly 30% of their annual marketing budgets on content marketing, content is a key part of every marketing and media strategy.”

Having started in 2004, the Pearl Awards is the longest running, most coveted content marketing awards programme in the US.

For more information about The Content Council and the Pearl Awards, visit <http://thecontentcouncil.org/Pearl-Awards>. Follow The Content Council on Twitter: [@ContentCouncil](https://twitter.com/ContentCouncil) and any Pearl Awards happenings with [#PearlAwardsNY2017](https://twitter.com/PearlAwardsNY2017)

## ABOUT JOHN BROWN MEDIA

John Brown Media South Africa is part of a leading global content marketing agency with clients such as Pick n Pay, Old Mutual, Life Healthcare, FNB Premier, BMW, MINI, Discovery and Total in South Africa; and Waitrose, John Lewis, RBS, Hannafords and Stokmann abroad. Their track record in helping their clients maximise customer engagement across several platforms



is evident in both the diversity and longevity of their client portfolio. John Brown has nine offices around the world in Cape Town, Johannesburg, London, Hong Kong, Madrid, Boston, Helsinki, Dubai and Singapore. John Brown is part of the Dentsu Aegis Network Group.

[www.johnbrownmedia.co.za](http://www.johnbrownmedia.co.za)

## ABOUT THE CONTENT COUNCIL

The Content Council is the premier, non-profit organisation representing content marketers globally as the definitive resource for content marketing insights and thought leadership; it is focused on promoting the growth and vitality of this dynamic marketing discipline. The council is also an excellent resource for connecting brand marketers with the best content agency to meet their specific needs. Through creativity and strategy, its members build content programs that deliver results. For more information, please visit: [www.thecontentcouncil.org](http://www.thecontentcouncil.org)

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