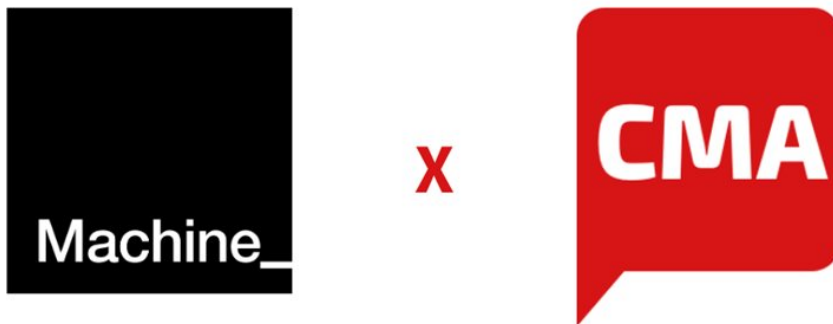


Machine_ wins Gold at the International Content Marketing Awards

Issued by [Machine_](#)

9 Dec 2020

[Machine_](#) won Gold at the prestigious International Content Marketing Awards for Best Use of Innovative Technology. The accolade celebrates Machine_'s bespoke digital storytelling experience, StoryStackr, showcased by its use for Sanlam Connect, [a fully interactive digital magazine it creates for Sanlam](#).



Held in London, the International Content Marketing Awards sees entries from top content marketing specialists around the world, celebrating best-in-class content marketing globally.

“Our core focus at Machine_ is creating effective work; work that’s born from a deep understanding of our client’s businesses and their customers, only then can we deliver meaningful solutions that add real business value. StoryStackr is a product of our content marketing, creative studio, data and tech capabilities coming together to create a solution for our clients that works. Receiving this award signifies that the work being produced delivers across these measures,” says [Robyn Campbell](#), managing director of Machine_.

Machine_'s chief content officer [Sarah Browning-de Villiers](#) adds: “It’s gratifying to be recognised on a global stage for delivering world-class, innovative content marketing solutions. We’ve partnered with Sanlam on their internal communications since the beginning of 2020, and it’s been exciting to see the enormous strategic and digital transformation strides achieved in such a short period of time, during a pandemic, through the power of content marketing and smart, creative solutions.”

StoryStackr is an immersive, digital storytelling experience created by Machine_ that delivers interactive content-marketing journeys across devices and channels. Fully customisable, user-friendly and trackable, it offers an organic digital content experience with a host of applications and use cases.

AboutMachine_

[Machine_](#) is a through the line agency offering a range of services across brand experiences, communications, commerce and content marketing. The agency draws on this knowledge to help brands find creative solutions to new challenges in a hyper-connected world. Machine_ is home to over 75 adventurous minds and is represented across Cape Town and Johannesburg.

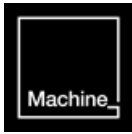
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Machine_ is a creative solutions agency represented across Cape Town, Johannesburg and Durban, and is home to over 75 adventurous minds.

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