

New Media wins big in New York

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South Africa's leading content marketing agency has taken a big bite of the Big Apple, with its work on *Woolworths TASTE* receiving special recognition.

Announced at a gala event in New York on Thursday, New Media (the company behind *Woolworths TASTE*) won Gold in four categories at the prestigious 2021 Eddie & Ozzie Awards:

- Full Issue (Content Marketing, 6 or more Issues): *Woolworths TASTE* magazine
- Series of Articles (Content Marketing): Khanya Mzongwana for *Woolworths TASTE*
- Cover Design (Content Marketing, 6 or more Issues): *Woolworths TASTE* magazine
- Overall Art Direction (Content Marketing): *Woolworths TASTE*



The Folio: Eddie & Ozzie Awards has recognised engaging content and exceptional design for over two decades. This year, New Media stood out among more than 1,400 global entries.

In addition to the four category wins, the *Woolworths TASTE* team also scooped two special recognition awards: Editorial Team of the Year and Overall Editorial Excellence in Content Marketing.



New Media CEO Aileen Lamb says: "New Media exists to bring specialised storytelling to life through the very best editorial and creative talents in South Africa. Recognition on the international stage is true affirmation of our purpose. A huge well done to our talented *Woolworths TASTE* team, who continue to raise the bar in exceptional food content and innovation in South Africa."

Woolworths is a long-time New Media client. The agency has produced *TASTE* magazine for Woolies for nearly two decades and also creates the content for TASTETube, taste.co.za, *TASTE*'s social media, Woolies' own social media, and

W Cellar Wine Club. The TASTE brand aims to inspire readers while making cooking accessible, supporting Woolworths' positioning as the leading quality food retailer in South Africa.

Woolworths' content director, Cathy Lund, says: "The *TASTE* team has once again proven their excellence, for which we are incredibly grateful and proud. Despite very tough lockdown restrictions, they have shown ingenuity, agility and quality at every turn, all the while keeping the country inspired."

Woolworths marketing manager Hieba Solomon adds: "*TASTE* is an integral part of Woolworths' strategy to reach customers through content - be it print, web or social - and it is extremely rewarding to see our content resonating so strongly with the audience. We are incredibly proud of our editorial team!"

New Media also received honourable mention in the following categories, including two more nods for *TASTE*:

- Series of Articles (Content Marketing): Abigail Donnelly for *Woolworths TASTE*
- Video (Content Marketing): Woolworths TASTETube Made at Home
- Overall Art Direction (B2B): *Leading Architecture & Design*
- Overall Art Direction (Consumer): *VISI*

Leading Architecture & Design and *VISI* are New Media-owned brands.

Lamb concludes: "All our titles are leaders in their respective fields and are well regarded for adding proper value to the lives of their audiences. I am so incredibly proud of each and every one of the New Medians who passionately create magic on these winning brands. They are producing work that is literally among the best in the world!"

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New Media



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