

Machine_ converts 5 Golds, 7 Silvers and 6 Bronzes at the SAPF Awards 2021

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At the [SA Publication Forum Awards 2021](#), Machine_ has scooped up an impressive 5 Gold, 7 Silver and 6 Bronze awards, dominating across most categories.



These wins included the prized Golds for Best Digital Publication, Best Internal Magazine, Best Publication Innovation and Best Electronic Newsletter. Throughout the categories, [Machine_'s](#) immersive, gamified and highly responsive digital magazine platform, [StoryStackr](#), demonstrated the impactful mix of content marketing smarts and strategy with a truly digital, innovative experience.

“To say I am proud of our specialist content marketing team at Machine_ is an understatement,” said [Sarah Browning-de Villiers](#), chief content officer at Machine_. “This is the second year in a row that our proprietary platform, [StoryStackr](#), has demonstrated that Machine_ offers the only truly immersive digital storytelling experience for clients who want to bring their magazines and publications into the 21st century. The awards for our design, writing and communications excellence also show we have some of the best talents in the industry. I am especially proud that Jaime Waddington received recognition in the Editor of the Year category.”

“Many of the clients we are winning with – Sanlam Reality, Sanlam and Satrix – have partnered with us for a number of years, and I’m delighted to see creative solutions delivering meaningful business impact for our partners,” adds [Robyn Campbell](#), MD of Machine_. “We are always grateful to our clients for enabling creatively compelling, impactful work, and for the opportunity to use storytelling and content marketing in fresh and innovative ways with them.

Campbell adds, “Content marketing is one of our core specialties and these awards are testament to our expertise in the areas of content marketing, B2C communications and internal communications.”

Amongst the top **Gold** wins were:

- **Excellence in Communication, Best Digital Publication and Best Internal Magazine** for Sanlam’s *Connect* magazine
- **Best Publication Innovation** for Sanlam’s User Access Management training experience, using Machine_’s proprietary storytelling tool, StoryStackr

- **Best Electronic Newsletter** for Sanlam Reality

Silver and Bronze wins included:

- **Best Digital Publication** for Sanlam's *Engage* magazine and Satrix's *Own The Market* magazine
- **Best External Magazine** for Satrix's *Own The Market* magazine and Sanlam Reality's *Reality* magazine
- **Best Cover** for Satrix's *Own The Market* magazine
- **Best Corporate Publication** for Sanlam's *Connect* and *Engage* magazines
- **Best Audio-Visual Production** for Sanlam Reality's webinar with Nicolette Mashile
- **Best Digital Publication** for Sanlam's *Engage* magazine and Satrix's *Own The Market* magazine
- **Best Publication Design** for both Sanlam's *Connect* magazine and Sanlam Reality's *Reality* magazine
- **Excellence in Writing** for Sanlam Reality's *Reality* magazine
- **Best One-Off Publication** for Sanlam's User Access Management training experience
- **Best Electronic Newsletter** for Sanlam's internal communications emailers
- **Editor of the Year** – Machine's Jaime Waddington was awarded a Bronze in this category

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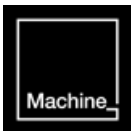
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