

New Media and Swipe iX win gold in London

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New Media scooped six awards at the 2021 International Content Marketing Awards, including one with in-house tech solutions agency Swipe iX.

Run by the UK-based Content Marketing Association (CMA), the International Content Marketing Awards ceremony is the biggest night on our industry's calendar. This year, the CMA received a record number of entries, from more organisations and countries across the world than ever before.

New Media was the most successful South African agency, winning gold in two categories, silver in one and bronze in three. We were shortlisted in a further four categories.

Gold

- Best Use of Innovative Technology: Food24 Family Cookbook made with McCain (with Swipe iX)
- Designer of the Year: Mark Serra

Silver

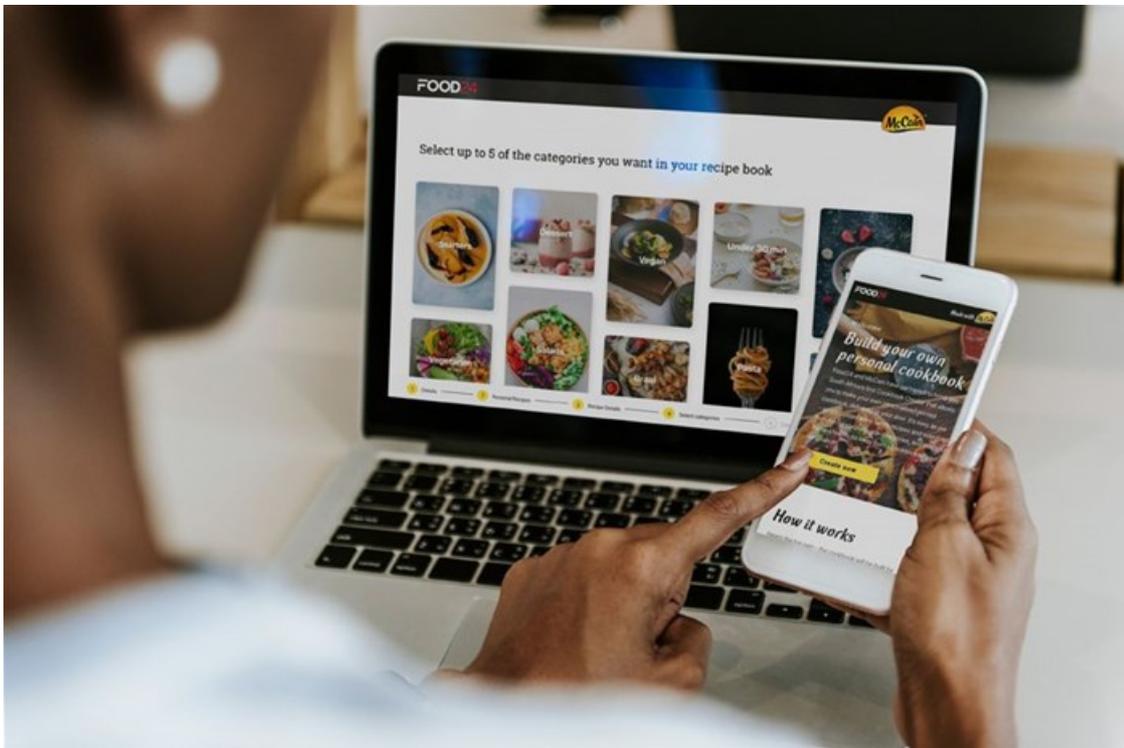
- Best Content Team: Woolworths TASTE team

Bronze

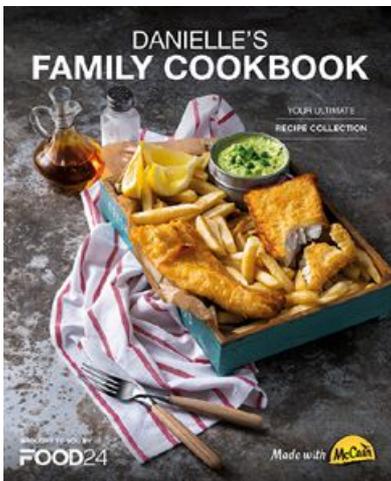
- Best Content Team: Internal Communications division
- Best Use of Social Media: Woolworths TASTE
- Best Use of Influencer Marketing: Woolworths TASTE Made at Home

New Media CEO Aileen Lamb says: "We are extremely proud of our category wins, which highlight New Media's digital and design skills. Smart use of technology and beautiful user-friendly design are at the heart of what we do, and the marriage of tech, design and storytelling is where the true magic happens.





“The Food24 Family Cookbook made with McCain is an example of the deep collaboration between our skilled and passionate Food24 team, our visionary Swipers (Swipe iX is New Media’s wholly owned tech solutions agency), communication agency Planit Media, and a brave client who allowed us the space to be different. The result illustrates the power of open collaboration and exemplifies how content campaigns should spark the imagination, delight customers and drive measurable return.”



McCain’s senior brand manager, Danielle de Villiers, adds: “We are absolutely thrilled to receive this recognition. This was a strategic partnership for us, in line with our desire to continually innovate through consumer-centric offerings. We work hard to provide not only the best in convenient, nutritious, planet-friendly frozen foods, but to serve consumers with mealtime inspiration, delicious recipes and solutions that make their lives better. This partnership was one more way for us to do that.”

New Media’s second gold was for creative director Mark Serra, who has played a pivotal role in building New Media’s reputation for exceptional design for well over a decade.

In addition, three of our teams were shortlisted in the Best Content Team category, where the Woolworths TASTE team took silver and our specialist Internal Comms division took bronze. “This is amazing validation for our Woolworths TASTE, Internal Comms and Mediclinic teams,” says Lamb.

“More than just an endorsement of our design, digital and content excellence, these awards are a celebration of our people. For the past 19 months, our Purple People have shown agility, empathy and amazing tenacity as they have put their best selves forward every single day. They’re an endorsement of everything we stand for as a business: being there – and being brilliant – for our clients and each other when it’s needed most. And to our valued clients, we cannot thank you enough for standing by us and sharing our passion for excellence. Today, and every day, we celebrate you too!”

This excellent performance in London follows New Media and Woolworth TASTE’s four golds at the 2021 Eddie & Ozzie Awards in New York, where the TASTE team also received two special recognition awards – for Editorial Team of the Year and Overall Editorial Excellence in Content Marketing.

Lamb concludes: “Our people are firmly at the centre of every single thing we do – and the results speak for themselves. Our values are clear! In 2021 we have stood proud on the global stage but, more than that, we have focused on our humanity, supporting the people around us and telling the stories that really matter.”



Mark Serra

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