

Wan-Ifra's Print Innovation Awards winners announced

Wan-Ifra's World Printers Forum has announced the winners of this year's Print Innovation Awards. This year, 40 entries entered the competition sponsored by UPM in five categories: Product Innovation, Advertising Innovation, Special Editions, Products for Young Readers and Sustainability Innovation.



Source: www.pexels.com

The Print Innovation Awards competition identifies the world's most innovative print advertisements and products of newspaper and magazine publishers. The competition is open for newspaper and magazine publishers, as well as for advertisers or advertising agencies. Launched in 2018, the Print Innovation Awards have since been presented annually to the most innovative publishers and printers worldwide.

Winners

Product Innovation: DBcorp in India – Cloth Front Jacket

The company featured the front page of its newspaper made of cloth and covered news on the textile industry of Bhilwara city, honouring the city's textile industry, its progress toward the future, its natural and historical heritage and its people.

Advertising Innovation: Ads24 in South Africa – Lil-lets Talk

Ads24 co-created a campaign with the number one tampon brand, Lil-lets, in partnership with two daily newspapers, *City Press* and *Daily Sun*. The Lil-lets Talk campaign enabled a platform where women could more openly discuss life-challenging topics, such as going through menopause. The campaign leveraged the strengths of print, online and social media platforms, also driving multi-brand reach.



Lil-Lets launches new campaign: Be You. Period.

19 Oct 2021



Products for Young Readers: *Helsingin Sanomat* – Lasten uutiset

Introducing the newspaper to a new generation, this publication was positioned as the safe and reliable medium for children to deepen their interest towards the world. Subscriptions increased and it helped to prove that young people also like to read from paper.

Special Editions: *Toronto Star* – Canada Day

The front cover was dedicated to people who work on the “front lines” during Covid: A picture mosaic of more than 3,000 photos taken by *Toronto Star* photographers. The source photo (outline) for the mosaic is a portrait of Toronto teacher Meredith Black wearing a Canadian flag-designed medical mask.

Sustainability Innovation: VK media Umeå Sweden – Saving Electricity

Battling high energy costs, VK media started monitoring its electricity costs. In three years, the company managed to cut power consumption considerably using LED lighting and better controls of its mechanical systems in the pressrooms.

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