

John Brown Media SA celebrates the power of print

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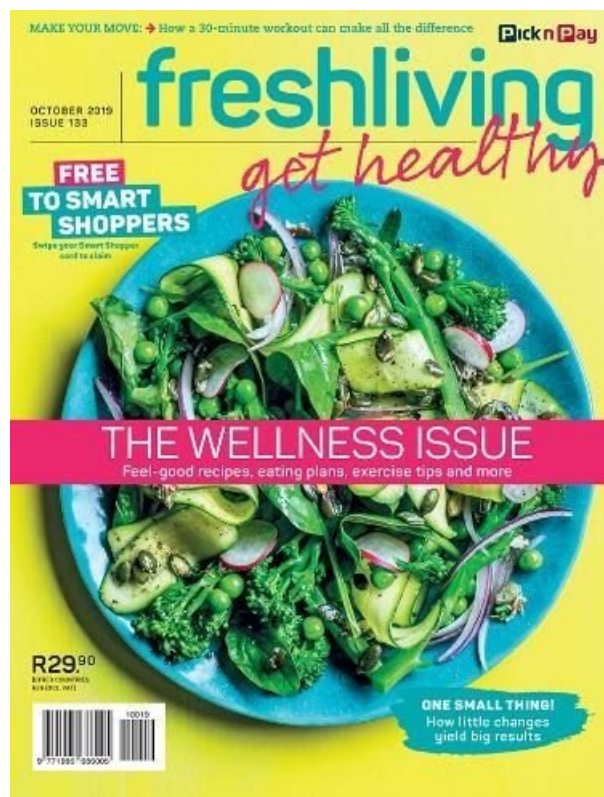
Committed to improving and promoting corporate publications in South Africa, the 2020 [SA Publication Forum Awards](#) ceremony was held virtually on Wednesday, 11 November 2020.

[John Brown Media South Africa](#) (JBSA) celebrated enormous success taking home a win and numerous high-ranking positions across multiple categories.

Published by JBSA, *Fresh Living Braille* won the Best Publication Innovation category, which highlights creative agencies and their clients pushing the boundaries on conventional print or digital formats and approaching communication (both with internal and external audiences) in a fresh and innovative way.

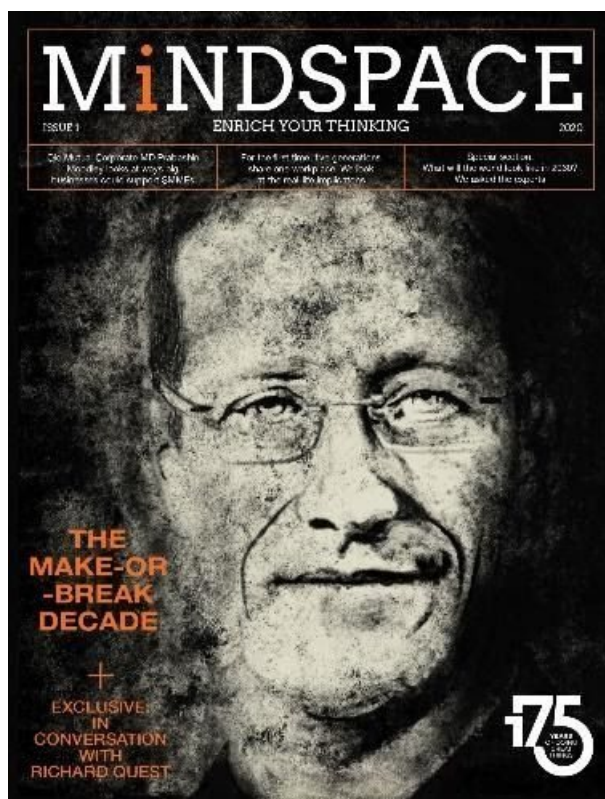
Derick van der Walt and Jennie Fourie, evaluators from the SA Publication Forum said: *"Pick n Pay Fresh Living magazine has become a household name in South Africa. To produce the magazine in Braille makes it accessible for the visually impaired so that they can share in the content that is so precisely aimed at the South African consumer. This is a brave step in tight economic times. We applaud you."*

Taking up a finalist position in the Best Publication Cover was *Pick n Pay Fresh Living* magazine (the wellness issue). Highlighting feel-good recipes, eating plans, exercise tips and more, the finalist cover consisted of "vibrant colours, well thought out photography and skilfully applied typography" said awards judge, Derick van der Walt.



Content director Justine Drake was awarded the 'runner up' position for *Pick n Pay Fresh Living* magazine in the prestigious Editor of the Year category. Drake has curated the *Fresh Living* brand into a trusted, solution-driven food authority that has grown to have a whopping reach of 1,6 million. Pivotal to her success is her understanding of the South African consumer and her insistence that the customer, rather than the brand, remains front and centre of all communication.

Drake's charismatic, authoritative voice gives *Fresh Living* an authenticity that consumers trust, and her home-grown success makes her the perfect brand ambassador.



Established as a go-to source for expert financial and business content, as well as curated lifestyle content, JBSA evolved *Old Mutual Corporate MiNDSPACE* from a bi-annual print title into a dynamic omnichannel brand with an always-on digital strategy.

Placing in the top three in two categories (Excellence in Communication and Best External Magazine) as well as multiple special mentions and finalist positions, moderator Surisa Nel for the Best Communication category said: “*True to its title, it contains content for the thinking reader, messages crafted with those people in mind.*”

Old Mutual Corporate Today was awarded runner up in the Best External Magazine as well as second runner-up in the Best Corporate Publication and Excellence in Communication categories. In addition, the corporate publication received a finalist position in two categories (Best Publication Cover and Best Publication Design) as well as special mentions across multiple categories.



Commenting on the results from the 2020 SA Publication Forum Awards, Lani Carstens, group MD at John Brown Media, said: *"We are extremely proud of our talented teams who continue to innovate across all marketing channels. Central to our success is being a trusted partner to our valued clients, and what a joy for this to be recognised."*

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