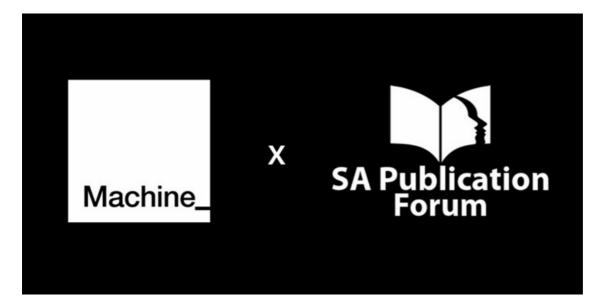# Machine_ wins 5 content marketing awards including Best Digital Publication & Editor of the Year

Issued by Machine_   20 Nov 2020

Machine_ has taken home five awards and seven runner-up accolades at the 2020 SA Publication Forum Awards. The awards recognise Machine_'s specialist content marketing work with RCS, Sanlam and Sanlam Reality, the loyalty programme of the Sanlam Group and its strategic partners.

The accolades include: Best Digital Publication for *Sanlam Connect*, the interactive digital magazine created as part of Sanlam Group's internal communications, using Machine_'s world-first StoryStackr experience; the prestigious Best Corporate Publication and Best External Publication for the custom magazine Machine_ creates for Sanlam Reality; as well as Editor of the Year for Machine_'s Chief Content Officer, Sarah Browning-de Villiers.

"Our specialist content marketing team at Machine_ delivers innovative content marketing strategy and solutions for a host of marketing and communication needs, and we're honoured to have our work recognised by the SA Publication Forum," says Browning-de Villiers. "We've been the content marketing partner of Sanlam Reality for over seven years, and are privileged to have held their trust for so long. We've partnered with Sanlam Group on their internal communications since the beginning of 2020, and it's been exciting to see the enormous strategic and digital transformation strides achieved in such a short period of time, during a pandemic."

Sydney Mbhele, Group Executive: Brand at Sanlam adds: "It has been a challenging year for everyone, so to have won Best Digital Publication for *Sanlam Connect* – innovated and launched as a fully interactive, world-first, digital experience over this past year in partnership with Machine_ – is phenomenal. It is testament to our commitment to deliver award-winning internal communications solutions that drive connection and meaning in a time when we need it most."

Francois Uys, Head: Marketing, Communications and Digital at Sanlam Reality, who launched Sanlam Reality's custom print magazine for its members nearly 11 years ago, says: "Some people believe print is dead, but I'm a firm believer it should remain part of marketers omni-channel approach to connect with clients in an authentic way and deliver meaningful engagement. Over the years, in partnership with Machine_, we've been able to respond to the needs of our clients and reposition the voice of the publication to deliver against our holistic client-engagement strategy. It's a huge honour to receive so many accolades from the SA Publication Forum, and it speaks to the dedication from the teams at both Sanlam Reality and Machine_."

Robyn Campbell, Machine_'s Managing Director, adds: "At Machine_ our core focus is creating effective work; work that shifts the needle on our client's marketing objectives and delivers meaningful solutions to their customers. These awards are testament that the work being produced delivers across these measures and is truly adding value to both Sanlam and their customers. We really couldn't be prouder and more appreciative of the trust Sanlam and Sanlam Reality have in the Machine_ team."

Machine_'s achievements at the 2020 SA Publication Forum Awards:

Result	Category	Client
Winner	Best Corporate Publication: *Reality* magazine	Sanlam Reality
Winner	Best Digital Publication: *Sanlam Connect*	Sanlam Group (internal communications)
Winner	Best External Magazine: *Reality* magazine	Sanlam Reality
Winner	Excellence in Communication: *Reality* magazine	Sanlam Reality
Winner	Editor of the Year	Sarah Browning-de Villiers, Machine_ Chief Content Officer
Runner-up	Publication Innovation: *Sanlam Connect*	Sanlam Group (internal communications)
Runner-up	COVID-19 Intervention: *Reality* magazine, newsletters, promotional content and always-on social media content	Sanlam Reality
Runner-up	Excellence in Writing: *Sanlam Connect*	Sanlam Group (internal communications)
Runner-up	Best Publication Cover: *Reality* magazine	Sanlam Reality
Runner-up	Best One-Off Publication: RCS Festive Gift Guide	RCS
Second runner-up	Best Publication Design: *Sanlam Connect*	Sanlam Group (internal communications)
Second runner-up	Excellence in Communication: *Reality Club* magazine	Sanlam Reality

- **Machine_ secures 15% of shortlists in The Andys Regional Competition** 30 Jan 2024
- **A week of wins: Machine_ celebrates a triple triumph at the Assegai, Pendoring, and SAPF Awards** 17 Nov 2023
- **Machine_ celebrates 11 wins and Editor of the Year hat-trick at the 2023 SA Publication Forum Awards** 9 Nov 2023
- **Machine_ wins gold at 2023 New Gen** 2 Oct 2023
- **Machine_ helps Sanlam Rewards secure Commendation at 2023 SA Loyalty Awards** 21 Sep 2023

Machine_

Machine_ is a creative solutions agency represented across Cape Town, Johannesburg and Durban, and is home to over 75 adventurous minds.

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