

# Machine\_ wins multiple awards for Sanlam at SA Publication Forum Awards

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Machine\_'s content marketing team took home multiple wins and awards at the 2022 SA Publication Forum Awards for work with its long-standing clients, [Sanlam](#) and [Sanlam Reality](#). Wins included Website of the Year, Email Newsletter of the Year, Digital Publication of the Year and Excellence in Communication.



Here's what the judges, creatives and clients had to say

## Specialists in Content Marketing

Machine\_ is one of South Africa's most-awarded internal communications and content marketing specialist teams. "As a creative solutions agency, Machine\_ offers multiple through-the-line, digital and creative services. But, content marketing and internal communications are among our specialties," says Sarah Browning-de Villiers, Machine\_'s chief content officer. "These awards showcase our expertise in B2C, B2B, content marketing and internal communications," she says.

"This is the third year in a row that our proprietary platform, StoryStackr, has demonstrated that Machine\_ offers the only truly immersive digital storytelling experience for clients in South Africa who want to prioritise the user experience of their publications and internal communications," adds Browning-de Villiers. "I'm also incredibly proud of the best-in-class communications and content marketing expertise demonstrated by our team at Machine\_, in partnership with our incredible clients at Sanlam and Sanlam Reality."



“Sanlam is one of our longest-standing clients at Machine\_,” says Alex Forrester-Strydom, business unit director. “The content and creative produced for [Sanlam](#) and [Sanlam Reality](#) this year is testament to our strong relationship and how the trust in this partnership allows for innovative, brave and award-winning work to be created. I am incredibly excited to continue our partnership into 2023,” she says.

### **What Machine\_ won at the 2022 SA Publication Forum Awards**

Winner: Website of the Year

*Wealth Sense* for Sanlam Reality

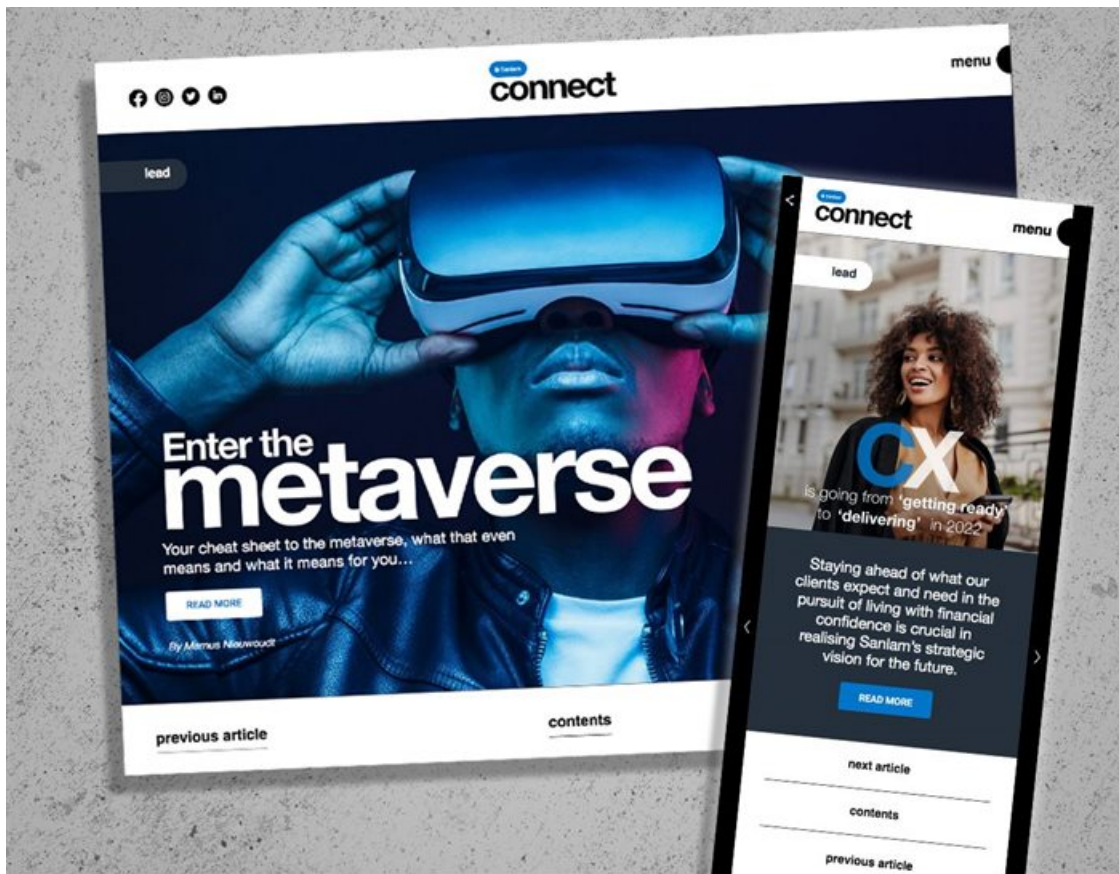
From the judges: “The Sanlam Reality Wealth Sense blog is an exceptional product and in essence a separate website and a comprehensive blog reflecting the Sanlam brand expertly throughout. The articles are well-written and suit the audience. The reference to experts and studies provide substance and is commendable. The availability of various calculators is a noteworthy value add.”

“At Sanlam Reality, we’ve always thought that clients who are well informed can make sound financial decisions,” says [Francois Uys](#), Sanlam Rewards, head: digital, marketing and sales. “We created the Wealth Sense portal in part because of this. We are overjoyed about this recognition, which honours the dedication of the Machine\_ and Sanlam Reality teams.”

Winner (tie): Interactive Digital Publication of the Year

Sanlam *Connect* and Sanlam Engage

From the judges: “In these superb publications close attention is paid to reader engagement. The navigation is seamless, the responsiveness on mobile devices outstanding, and the result is a vibrant and dynamic publication. You recognised a communication opportunity, executed the solution brilliantly, creating something exceptional. Continuously monitoring your offering and adapting where needed has proven to be a vitally important ingredient behind your success.”



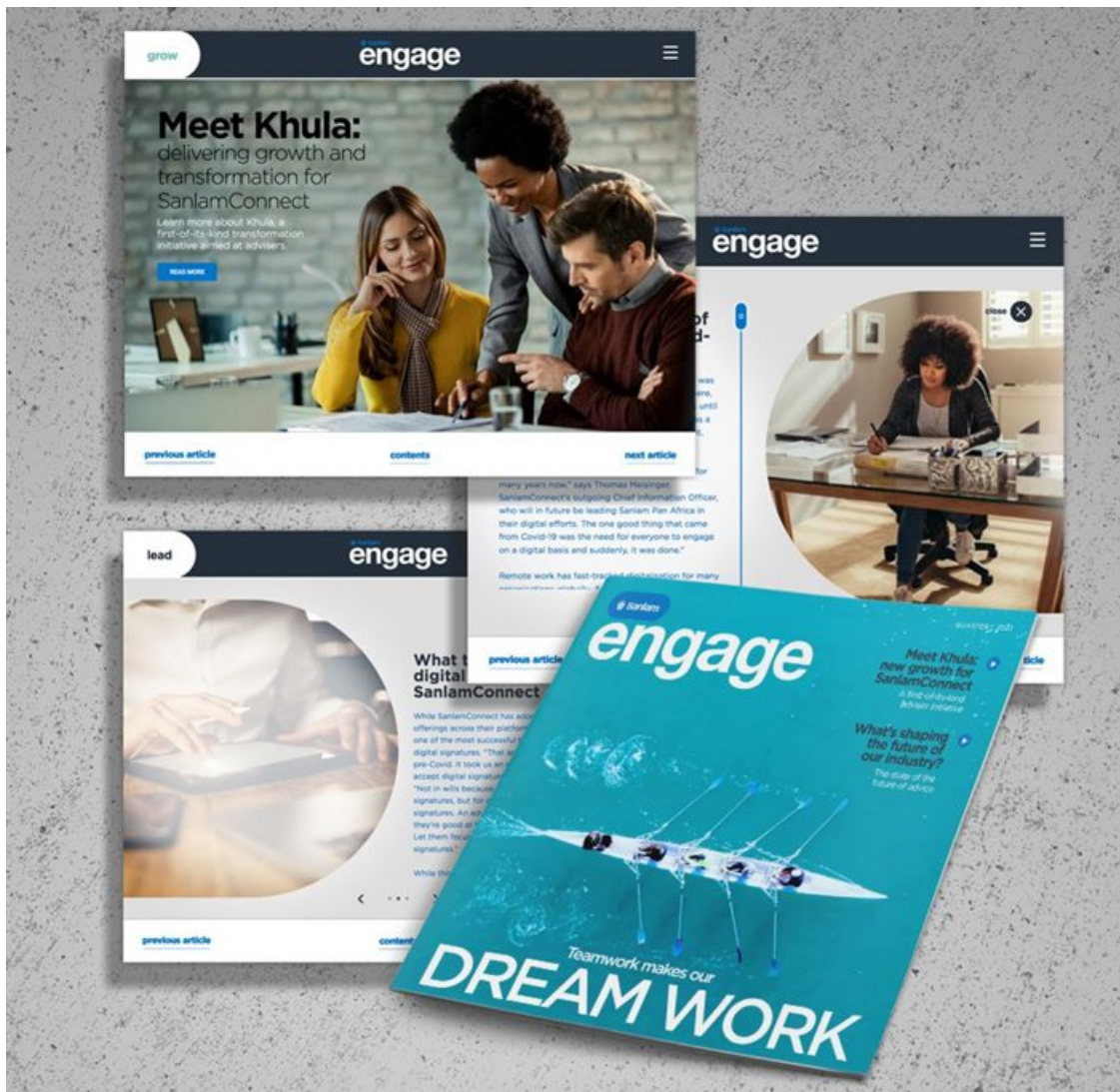
“I couldn’t be prouder,” says [Nuraan Ederies](#), communications manager, Retail Affluent: Sanlam Connect. “There is a lot of energy, thought and passion that we put into this publication, so I am over the moon that our efforts were recognised. Thanks to our agency, Machine\_, for helping us bring our vision to life – we value your support and partnership.”

“At Sanlam, we understand the importance of our people – the people who make up our business and bring our brand promise of helping our clients to live with confidence to life,” says [Inga Bosch-Cloete](#), senior manager – group internal communications. “It’s why we have such a focused effort on our internal communications strategy, including our communication channels such as our newsletter and digital magazine. So, I am delighted to have these efforts, in partnership with Machine\_, recognised,” she adds.

Winner: Email Newsletters/Campaigns of the Year  
*Sanlam Connect*

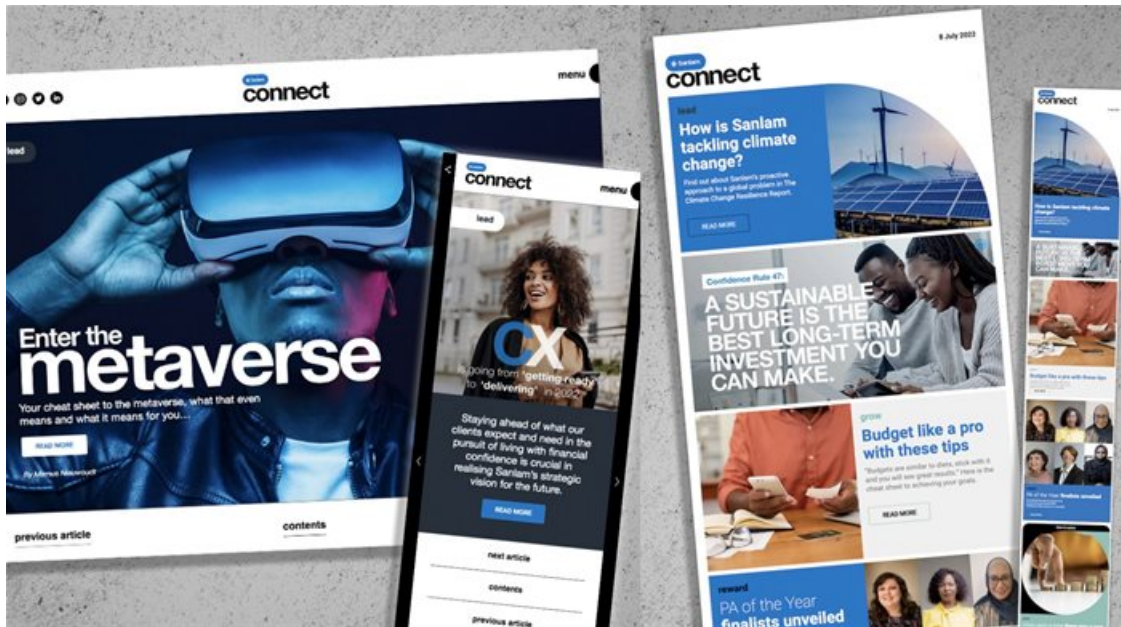
From the judges: “Connect is an excellent publication. It holds interest even for people not involved in the insurance industry. Well done! The articles are well-written, thoroughly researched and presented as short pieces of text – the way today’s readers prefer to read. The engaging layout allows the reader to choose what to read or what to ignore.”



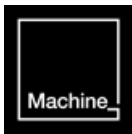


**Content for Sanlam and Sanlam Reality was also awarded in the following categories:**

- Excellence in Communication Award – Certificate of Excellence for Sanlam *Engage*
- Best Cover Design – 1st Runner Up for Sanlam *Connect*
- Internal Publications – 1st Runner Up for Sanlam *Engage*
- Audio-Visual Productions – Finalist for work done for The Sanlam Foundation and Sanlam Human Capital's Values Launch
- Corporate Publication of the Year – Finalist for Sanlam *Connect*, Finalist for Sanlam Reality's Wealth Sense financial blog, and Finalist for Sanlam *Engage*



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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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