

Publishers return from INMA awards with 10 awards

Australian news brands recognised for innovation and behaviour change at the 2020 International News Media Association Awards

NewsMediaWorks members collect a first place, three second place wins and a host of honourable mentions

NewsMediaWorks members have won 10 medals and honourable mentions at the INMA (International News Media Association) 2020 Global Media Awards presented via a virtual international broadcast on June 2.

INMA has been rewarding excellence in news media since 1937 and this year, across 16 categories, the Global Media Awards competition focused on innovation in building news brands, platform excellence, audience development, advertising sales, and nurturing corporate culture.

This year there were 185 finalists from a total of 922 entries from 262 news media companies in 44 countries. NewsMediaWorks members achieved a total of 10 finalists.

Nine's Ink platform won first place in the Best New Technology or Digital Product category. The platform streamlines workflows for journalists across Nine's mastheads.

Nine Chief Digital and Publishing Officer Chris Janz said: "While we didn't build Ink to win awards, it's great for the team and for Ink itself to be recognised as the world's best. We're incredibly proud of the subscriber growth that Ink and our journalism have enabled at The Sydney Morning Herald, The Age and The Australian Financial Review. The Ink platform not only delivers production and cost efficiencies, but also allows our journalists to showcase stories at their best."

There were several second-place winners across the entries with News Corp's 'Come Together 2019' event recognised in the Best Idea to Acquire or Retain Advertising Customers category. 'Come Together' was an immersive experience for agencies and marketers designed to show how the publisher's suite of

solutions helps brands influence and intersect consumers in the moments that matter.

News Corp Australia Chief Operating Officer, Publishing, and President of the International News Media Association Damian Eales said: “To be recognised among the best in the world is a terrific acknowledgement of the professionalism and quality of the Australian media. In particular, I’d like to congratulate my News Corp Australia colleagues for their inspired efforts.”

Placing second in the Best Execution of Native Advertising category is a News Corp campaign for online business insurance broker Biz Cover that led to a 62% increase in awareness for the brand. The ‘Stopping Australia’s Worst Serial Killer’ campaign also placed second in this category. The campaign for the Heart Foundation tapped into Australia’s fascination with true crime and led to more than one million people completing the Heart Foundation’s Heart Age Calculator.

NewsMediaWorks CEO Peter Miller said: “There are two common themes running through this year’s entries: innovation and behaviour change. We see innovation at work from Nine’s streamlined newsrooms to News Corp’s Come Together event. This innovation mindset is helping to fuel the ability of news brands to drive behaviour change for advertisers which is evident in the campaigns recognised, campaigns that have ultimately increased purchase consideration and shifted vital health responses. Congratulations are due to the teams behind all of this work.”

The 2020 INMA Global Media Awards NewsMediaWorks member winners are:

Best New Technology or Digital Product

- Nine, Pyrmont, Australia, “Efficiency in Complex Newsrooms” - FIRST PLACE

Best Idea to Acquire or Retain Advertising Customers

- News Corp, Surry Hills, Australia, “Come Together 2019” - SECOND PLACE

Best Execution of Native Advertising

- News Corp, Surry Hills, Australia, “Biz Cover” - SECOND PLACE
- News Corp, Surry Hills, Australia, “Stopping Australia’s Worst Serial Killer” - SECOND PLACE

Best New Digital Subscription Initiative or Concept

- News Corp, Bowen Hills, Australia, “Digital Subscription Gold in the Aussie Outback” - THIRD PLACE
- News Corp, Bowen Hills, Australia, “Ultimate Schools Hub” - HONOURABLE MENTION

Best Public Relations or Community Service Campaign

- News Corp, Surry Hills, Australia, “Stopping Australia’s Worst Serial Killer” - HONOURABLE MENTION

Best Use of Print

- News Corp, Surry Hills, Australia, “Stopping Australia’s Worst Serial Killer” - HONOURABLE MENTION

Best Idea to Grow Digital Readership or Engagement

- News Corp, Bowen Hills, Australia, “Digital Subscription Gold in the Aussie Outback” - HONOURABLE MENTION
- The Sydney Morning Herald, Pyrmont, Australia, “Australia’s Bushfire Crisis” - HONOURABLE MENTION

For a full list of winners, [click here](#).