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## **MEDIA RELEASE**

### **AUSTRALIA AND NEW ZEALAND'S NEWS MEDIA PUBLISHERS WIN 22 MEDALS AT INMA 2019 GLOBAL MEDIA AWARDS - News Corp Australia leads Australia's 16-strong award tally -**

Australian and New Zealand news media publishers have won 22 medals and honourable mentions at the INMA (International News Media Association) 2019 Global Media Awards presented to more than 400 delegates attending the closing dinner of the INMA World Congress of News Media at the Edison Ballroom in New York's Times Square on 17 May.

During the ceremony, 40 first-place winners were unveiled across 20 categories aimed at energising news brands, creating products, engaging audiences, developing customer insights, growing advertising revenue, and instilling innovation. Entrants were judged in two groups: global/national brands and regional/local brands.

News Corp led Australia's medal tally, with a total of 12 awards or honourable mentions, including two first place medals for best marketing solution for an advertising client for Mars and best use of data analytics for Verity.

Nine won three awards, including a first place medal for best execution of print advertising for the South Australian Motor Accident Commission. New Zealand won six awards, including Best in Asia/Pacific (Global/National Brands) for the New Zealand Herald and a first place medal for best public relations or community service campaign, while Stuff Media won first place for best new concept or innovation to create new profit centres.

This year there were 194 finalists from a total of 664 entries from 165 news media companies in 34 countries. Australia has the fourth highest number of finalists this year.

Commenting from the INMA Awards, NewsMediaWorks CEO, Peter Miller, said: "The 2019 INMA Global Media Awards were hotly contested and reflected the creative ways in which news media owners around the world are creatively attacking opportunities and challenges. These included initiatives and programs that go to lifting readership, leveraging engagement and recognising the increasing importance of data in marketing and revenue projects. Australian and New Zealand publishers were well represented on the night, amongst the ideas and on the podium."

The 2019 INMA Global Media Awards winners from Australia and New Zealand are:

#### **REGIONAL WINNER:**

- **Best in Asia/Pacific, Global/National Brands:** New Zealand Herald for "#NotForSale"

## **BEST PUBLIC RELATIONS OR COMMUNITY SERVICE CAMPAIGN**

*Regional/local brands*

- **Honourable Mention:** Nine - Australian Community Media, Australia, "Pink Up Your Town"

*Global/national brands*

- **First Place:** New Zealand Herald, New Zealand, "#NotForSale"

## **BEST USE OF VIDEO**

*Global/national brands*

- **Honourable Mention:** New Zealand Herald, New Zealand, "#NotForSale"

## **BEST LAUNCH OF A BRAND OR PRODUCT TO CREATE AN AUDIENCE SEGMENT**

*Regional/local brands*

- **Honourable Mention: Nine** - Australian Community Media, Australia, "Pennytel"

## **BEST USE OF NEW TECHNOLOGY TO GENERATE REVENUE AND ENGAGE**

*Global/national brands*

- **Honourable Mention:** News Xtend - News Corp, Australia, "Digital iQ & Sales Bootcamp"

## **BEST IDEA TO ENCOURAGE PRINT READERSHIP OR ENGAGEMENT**

*Regional/local brands*

- **Third Place:** Stuff Media NZ, New Zealand, "When Words Matter: Te Reo Maori Masthead"

## **BEST NEW PAID CONTENT OR SUBSCRIPTION INITIATIVE**

*Regional/local brands*

- **Third Place:** News Corp, Australia, "One Queensland"

*Global/national brands*

- **Honourable Mention:** News Corp, Australia, "True Crime Australia"

## **BEST IDEA TO GROW ADVERTISING SALES OR RETAIN ADVERTISING CLIENTS**

*Regional/local brands*

- **Honourable Mention:** News Corp, Australia, "News Corp \$1 Million Business Booster"

*Global/national brands*

- **Second Place:** Stuff Media, New Zealand, “Innovate or Evaporate: Total Sales Funnel Solutions”

**BEST MARKETING SOLUTION FOR AN ADVERTISING CLIENT**

*Global/national brands*

- **First Place:** News Corp, Australia, “Mars Food Australia, Mediacom and News Corp: Paving the Pathway to Dinnertime”

**BEST EXECUTION OF PRINT ADVERTISING**

*Regional/local brands*

- **First Place:** Nine - Australian Community Media, Australia, “MAC Half H”

*Global/national brands*

- **Third Place:** The Australian, Australia, “Qantas Wine E-retailer Turns to Print to Drive Sales”

**BEST EXECUTION OF NATIVE ADVERTISING**

*Regional/local brands*

- **Second Place:** News Corp, Australia, “News Corp Victoria & Carlton and United Breweries - mX Zero”

*Global/national brands*

- **Third Place:** News Corp, Australia, “news.com.au & 7-Eleven Simply Cups”

**BEST USE OF DATA ANALYTICS**

*Global/national brands*

- **First Place:** News Corp, Australia, “Verity”

**BEST USE OF CONSUMER RESEARCH**

*Global/national brands*

- **Second Place:** News Corp, Australia, “Driving Life: Connecting Automotive Brands with Australian Life”
- **Honourable Mention:** NewsMediaWorks, Australia, “AdTrust3”

## **BEST NEW CORPORATE INNOVATION INITIATIVE**

### *Regional/local brands*

- **Second Place:** News Corp, Australia, “One Queensland”

## **BEST NEW CONCEPT OR INNOVATION TO CREATE NEW PROFIT CENTRES**

### *Global/national brands*

- **First Place:** Stuff Media NZ, New Zealand, “Digital Revenue Acquisition Unit: Innovate or Evaporate”
- **Third Place:** News Corp, Australia, “News Native Networks”

A full list of winners can be viewed on the [INMA website](#).

Finalists for NewsMediaWorks’ local 2019 News Media Awards, for Australian, New Zealand and Asia Pacific entrants, will soon be announced. The awards, which recognise excellence in news publishing across the APAC region, will be presented on September 24th in Sydney.

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**About NewsMediaWorks:** NewsMediaWorks is the peak organisation representing Australia’s leading news media publishers. Established in 2006, it focuses on promoting the unique power and value of print and digital news brands as trusted and effective advertising partners that engage more than 90% of Australians every month. NewsMediaWorks also supports the regulatory interests of the sector including advertising codes and environmental sustainability. Its stakeholders are Nine Entertainment Co, News Corp Australia and Seven West Media’s West Australian Newspapers.

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