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Another successful year for Fairfax Media at PANPA Awards

Several mastheads from Fairfax Media's extensive newspaper and digital portfolios featured at this year's annual Pacific Area Newspaper Publishers' Association (PANPA) Ad and Newspaper Awards, hosted in Sydney this week.

While the association's Ad Awards platform celebrated in-house creativity and advertising, the The Newspaper of the Year Awards highlighted the best in the industry for outstanding journalism and editorial leadership, world-class marketing of news and new brands, technical aspects of print and production, and excellence in advertising and newspaper sales.

Fairfax Media was recognised with finalists in 22 categories this year.

Acting managing director, Andrew Boyle, said the organisation was proud to be contributing not only to New Zealand's creative industry, but also the wider Pacific industries.

"We were pleased to have Fairfax represented in so many categories at this year's PANPA's. As our entire sector explores new opportunities, these awards provide us with a great chance to celebrate success and recognise the talents and efforts of our people.

"We are extremely proud of all our Fairfax winners and finalists and congratulate them on their achievements," said Boyle.

Fairfax's digital platform, Stuff.co.nz, claimed the *Branding- Digital* award for their 'Stuff Nation Launch'. Acting product development director Nigel Tutt said it's great to see the the industry recognise the branding work being done for Stuff Nation.

"This award is a testament to some great work produced by a very talented team. It further underlines the huge success that we found with Stuff Nation in user experience, citizen journalism and commercial outcomes," says Tutt.

Also in the marketing arena, The Dominion Post bagged two wins for *Display Advertising 25,000-90,000 circulation* for their trade marketing campaign 'Telling it like it is', and the *Sponsorship 25,000-90,000 circulation* category for their 'Wide Angle' exhibition.

Marketing manager for Fairfax's Central Region, Paul Williams, was "chuffed" with the wins.

"The team work really hard, and are conscious of constantly coming up with new innovative ideas and campaigns to meet our market challenges. These awards mean a lot to us as they provide industry recognition of our efforts," said Williams.



After walking away with *Junior Photographer of the Year* at the Canon Media Awards earlier this year, Marlborough Express photographer Emma Allen can now also add *PANPA Features Photograph of the Year (Rural / Regional / Suburban)* to her collection for her 'Truck Show Kids' image. Steve Mason, editor at the Marlborough Express, said it was a well-deserved win for Allen.

"This PANPA award tops off a great year for Emma. She works very hard on her assignments and is constantly looking for a different angle or something unusual. We all enjoy working with her in Marlborough," said Mason.

The Marlborough Express also excelled at PANPA's Ad Awards winning *Print Best Advertising Feature of Supplement 0-10,000 circulation* for their 'Classic Fighters' campaign.

"The Classic Fighters Easter Air Show is a huge event for Marlborough and the Express has been a founding sponsor. We are extremely proud that the quality of this supplement has been recognised by our peers," Marlborough Express general manager, Vanessa Watson.

Meanwhile in Christchurch, The Press's 'Freeze Out' marketing campaign showcased the strength of combining the reach of print with the engagement opportunities that press.co.nz provides, winning in the *Marketing Audience (25,000-90,000 circulation)* category.

"We're particularly pleased to have won this year's audience prize for our promotion for press.co.nz. It was a genuine collaborative effort between the marketing and editorial teams.

"Freeze Out! exceeded our expectations and we received entries from all around the world," marketing manager at The Press, Grant Torrie.

PANPA is open to newspapers from across Australia and New Zealand as well as English-language papers from South-East Asia and the South Pacific.

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About Fairfax Media

Fairfax Media is an innovative, integrated multi-media business with strong brands across multiple platforms including newspapers, magazines and digital.

Fairfax Media has two national, nine daily and more than 60 community newspapers, 25+ magazines, market leading website stuff.co.nz and parenting site essentialmums.co.nz.

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