

PARAGON INTERNATIONAL

BENNIE



ISMÉ ON A JURY — ALWAYS CHOOSING THE BEST!

CELEBRATES DECADE AT THE HELM

By Stuart Foxman

playback international advertising
supplement

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hen she was a young girl growing up in the South African town of Vereeniging, not far from

Johannesburg, Ismé Bennie wanted an ordinary name. "It is difficult to pronounce and hard to spell," she says. "But at least people don't forget it."

She has certainly made it a familiar name in the international broadcasting market. This fall marks her tenth anniversary as an