

The Best of Biz 2015: Marketing & Media

We've compiled a #BestofBiz 2015 list for all our industries, from articles with the most views, the most-read contributors to the press offices with the most hits.

Our lists of the most read content for the marketing & media industry over the past year are below. View our lists for the other industries: [Agriculture](#), [Automotive](#), [Building](#), [CSI & Sustainability](#), [Education](#), [Energy & Mining](#), [Finance](#), [HR](#), [IT](#), [Legal](#), [Lifestyle](#), [Logistics](#), [Manufacturing](#), [Property](#), [Retail](#), [Tourism](#) and [Medical](#).

Our most-read stories

1	Loeries winners list 2015: Saturday	15 Aug 2015
2	Ad Talent Salary Survey 2015	22 Jan 2015
3	Loeries winners list 2015: Sunday	16 Aug 2015
4	DJ Sbu and the fake Forbes cover	24 Mar 2015
5	How to blow up your brand in five minutes - Louise Marsland	14 Aug 2015
6	[Trends 2015] Business and consumer trends for 2015 - Dion Chang	16 Jan 2015
7	Nunu Ntshingila to head up Facebook's first African office	30 Jun 2015
8	[Trends 2015] SA youth lifestyle and culture - Bradley Maseko	19 Jan 2015
9	The Bookmarks Awards 2015: All the winners	19 Feb 2015
10	2015 MTN Radio Awards winners announced	20 Apr 2015
11	Sbu 'slips up' again	14 Apr 2015
12	SABC to apologise for 'scornful' presenter	29 Apr 2015
13	Mmusi Maimane - Master of communication - Marion Scher	12 May 2015
14	Reporter mugged - live	11 Mar 2015
15	[Trends 2015] Your 2015: The consumer, content and collaboration - Louise Marsland	16 Jan 2015
16	Resignation hits SABC board... More to follow?	12 Jan 2015
17	Burger King's cheap shot - Erik de Jager & Cole Matthews	27 Aug 2015
18	'Zelda: Don't tug on Superman's cape', and other social media lessons - Walter Pike	20 Jan 2015
19	SABC: Khumalo's resignation 'tip of the iceberg'	14 Jan 2015
20	New black-owned online TV network launched	05 Mar 2015

Our most-read contributors

1	Danette Breitenbach
2	Brendan Seery
3	Ann Nurock
4	Chris Brewer
5	Chris Moerdyk
6	Marion Scher
7	Stuart Thomas

8	Douglas Kruger
9	Charles Mburugu
10	Sophie Baker
11	Walter Pike
12	Dion Chang
13	Bradley Maseko
14	Warren Harding
15	Rolf Akermann

Our most-viewed press offices

1	Millward Brown
2	NATIVE VML
3	Gloo
4	Kaya FM 95.9
5	Ndalo Media
6	Boston College
7	FCB Africa
8	Jacaranda 94.2 FM
9	e.tv
10	HDI Youth Marketeers
11	Joe Public United
12	Media24
13	Clover
14	UCT Graduate School of Business
15	AMASA
16	Knowledge Resources
17	Business and Arts South Africa
18	MDDA
19	Mortimer Harvey
20	Blue Apple

Our most-read new business wins

1	Y&R to partner with Investec SA	21 Jan 2015
2	Brandnew Creative Agency wins Viva Gym account	31 Aug 2015
3	South African Tourism appoints FCB South Africa	31 Jul 2015
4	Joan Ramagoshi appoints Seven Colors Communications	06 Aug 2015
5	Paddington Station PR wins Ethiopian Airlines	09 Jul 2015
6	Zurich Insurance Company appoints Demographica	04 May 2015
7	PEP South Africa appoints Ogilvy & Mather Cape Town	21 May 2015
8	Owen Kessel Leo Burnett wins McDonalds South Africa account	29 Jul 2015

9	MINI appoints Liquorice	13 Jul 2015
10	Hansa Pilsener appoints Ogilvy Cape Town	16 Mar 2015

Our most-read new appointments

1	Y&R South Africa attracts heavyweight talent	12 Jan 2015
2	KFC Africa appoints new marketing director	01 Jul 2015
3	KFC South Africa appoints new chief marketing officer	25 Feb 2015
4	New creative director joins Y&R Advertising in Johannesburg	13 Apr 2015
5	Zomato names Reason Lebaka as first brand ambassador	17 Jun 2015
6	Kirby Gordon appointed as VP of marketing for Flysafair	05 Feb 2015
7	Brand South Africa appoints new CEO	05 Aug 2015
8	Zomato SA welcomes new country manager	30 Sep 2015
9	Three new appointments at Times Media	08 Oct 2015
10	Times Media Group appoints Wendy Knowler	10 Feb 2015

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