

# 2011 Most Popular lists for Bizcommunity Marketing & Media South Africa

Issued by [Bizcommunity.com](http://Bizcommunity.com)

12 Dec 2011

Here they are, [Bizcommunity.com Marketing & Media South Africa](http://Bizcommunity.com Marketing & Media South Africa)'s 2011 lists of most popular articles, those that drew the most comment, our most-read contributors, our most-visited galleries - and the ads from the Ornico Ad Showcase that got you voting. So? Do you agree with the numbers - or do you have *your* favourites (and not-so-favourites)?



## Our most-read stories

1.	<a href="#">Sowetan cop sex video story sends confusing signals</a> - Gill Moodie	17 Aug 2011
2.	<a href="#">Jupiter Cape Town loses Woolworths</a> - Herman Manson	01 Dec 2011
3.	<a href="#">How to lose your customers in three easy steps</a> - Lindsay Grubb	07 Jun 2011
4.	<a href="#">Shoe City apologises for "tasteless" magazine ad by Lowe Bull</a>	08 Jun 2011
5.	<a href="#">Election coverage shows SABC's stunning lack of sophistication</a> - Gill Moodie	19 May 2011
6.	<a href="#">The asinine axing of Axe</a> - Chris Moerdyk	27 Oct 2011
7.	<a href="#">Ad Talent Salary Survey 2011</a> - Ad Talent	14 Jan 2011
8.	<a href="#">[2011 trends] An A-to-Z of social media trends to watch</a> - Tara Turkington	24 Jan 2011
9.	<a href="#">Nando's to the rescue! Good news for Juju!</a>	11 Nov 2011
10.	<a href="#">The Kuli Roberts column - why the ANC want a media tribunal</a> - Chris Moerdyk	01 Mar 2011
11.	<a href="#">Vodacom, Cell C spat takes nasty turn</a> - Duncan McLeod	11 Apr 2011
12.	<a href="#">Slap on the wrist for Power Balance bracelets</a> - Roger Hislop	11 Jan 2011
13.	<a href="#">Vodacom rebrands, turns 'red and simpler'</a> - Issa Sikiti da Silva	04 Apr 2011
14.	<a href="#">MMA condemns Kuli Roberts article</a>	01 Mar 2011
15.	<a href="#">Media24 Magazines restructures: end of line for well-known publisher brands</a> - Herman Manson	14 Jan 2011

## Our most-commented-upon stories

1.	<a href="#">New breakfast show host on Kaya FM</a>	10 Jan 2011	77
2.	<a href="#">It's party time at Bizcommunity! #happybiz10</a>	22 Aug 2011	53
3.	<a href="#">TBWA\Hunt\Lascaris makes Steers go Hoohah</a>	20 Apr 2011	47
4.	<a href="#">How to lose your customers in three easy steps</a>	07 Jun 2011	42
5.	<a href="#">An open letter to British American Tobacco</a>	22 Mar 2011	37
6.	<a href="#">Winning the Loerie for PR may be losing the PR for PR</a>	06 May 2011	35
7.	<a href="#">Vodacom, Cell C spat takes nasty turn</a>	11 Apr 2011	29
8.	<a href="#">Shoe City ad: Lowe Bull "regrets any distress caused", apologises</a>	09 Jun 2011	24
9.	<a href="#">Blueprint wins ANC's local elections account</a>	04 Feb 2011	23
10.	<a href="#">The Kuli Roberts column - why the ANC want a media tribunal</a>	01 Mar 2011	23
11.	<a href="#">The Vodacom relaunch - what an appalling waste</a>	19 Apr 2011	20
12.	<a href="#">Shoe City apologises for "tasteless" magazine ad by Lowe Bull</a>	08 Jun 2011	18
13.	<a href="#">The asinine axing of Axe</a>	27 Oct 2011	18
14.	<a href="#">Vodacom rebrands, turns 'red and simpler'</a>	04 Apr 2011	17
15.	<a href="#">Creative license is a loaded gun</a>	08 Feb 2011	16

## Our most-read contributors

1.	<a href="#">Herman Manson</a>
2.	<a href="#">Issa Sikiti da Silva</a>
3.	<a href="#">Gill Moodie</a>
4.	<a href="#">Chris Moerdyk</a>
5.	<a href="#">Duncan McLeod</a>
6.	<a href="#">Lindsay Grubb</a>
7.	<a href="#">Walter Pike</a>
8.	<a href="#">Mandy de Waal</a>
9.	<a href="#">Bradley Maseko</a>
10.	<a href="#">Tiffany Markman</a>
11.	<a href="#">Douglas Kruger</a>
12.	<a href="#">Tara Turkington</a>
13.	<a href="#">Candice Jones</a>
14.	<a href="#">Roger Hislop</a>
15.	<a href="#">Daniel Munslow</a>

## Our highest-rated new ads from the [Ornico Ad Showcase](#)

1.	<a href="#">PPC Cement</a>	4.6
2.	<a href="#">Consol Glass</a>	4.5
3.	<a href="#">Dstv</a>	4.3
4.	<a href="#">South Africa</a>	4.2
5.	<a href="#">Nestle Milo</a>	4.1
6.	<a href="#">Cash Converters</a>	4.1
7.	<a href="#">Coca Cola</a>	4.1
8.	<a href="#">National Council Against Smoking</a>	4.0
9.	<a href="#">Kfc</a>	4.0
10.	<a href="#">Vw Passat</a>	4.0
11.	<a href="#">Coca Cola</a>	4.0
12.	<a href="#">Kulula</a>	3.8
13.	<a href="#">KFC</a>	3.8
14.	<a href="#">Baker's Tennis</a>	3.8
15.	<a href="#">Ocean Basket</a>	3.8

## Our most-read international stories

1.	<a href="#">Ten ways to market your brand</a> - Nicholas Jervis	18 Apr 2011
2.	<a href="#">Google Panda update: Research reveals well-known news sites early winners</a>	15 Apr 2011
3.	<a href="#">Spotify embraces the land of the free... sort of</a> - Giles Cottle	18 Jul 2011
4.	<a href="#">Pampers in the orthodox sector</a>	30 May 2011
5.	<a href="#">Two thirds of consumers fail to click with unengaged social media advertising</a> - Mintel Oxygen	13 Jun 2011
6.	<a href="#">How to value a social media company</a> - PwC Valuation Index	27 May 2011
7.	<a href="#">Royal Wedding generates one mention every 10 seconds, online</a>	29 Apr 2011
8.	<a href="#">Android and Apple: different phones, different habits</a>	31 Oct 2011
9.	<a href="#">Unemployment, inflation worries hit consumer confidence</a>	27 Jan 2011
10.	<a href="#">Vodafone Global wants your BIG IDEA</a>	08 Mar 2011
11.	<a href="#">Women like eReaders; men like their Tablets</a>	05 Jul 2011
12.	<a href="#">[2011 trends] Social channels: Opportunities and threats for media industry</a> - Ovum	26 Jan 2011

13.	<a href="#">[2011 trends] A time of transformation for the software industry</a>	17 Jan 2011
14.	<a href="#">PR practitioners - learn to say No! - Richard Linning</a>	31 Mar 2011
15.	<a href="#">Naked rugby rampage</a>	04 Apr 2011

## Our most-read new appointments

1.	<a href="#">ELLE magazine announces new appointments</a>	13 Apr 2011
2.	<a href="#">SABMiller Africa appoints new regional strategy director</a>	17 Mar 2011
3.	<a href="#">New appointments at Trigger/Isobar</a>	29 Mar 2011
4.	<a href="#">New appointments at Nokia</a>	24 May 2011
5.	<a href="#">Metro FM appoints new station manager</a>	28 Oct 2011
6.	<a href="#">New appointments at Euro RSCG South Africa and 4D Euro RSCG</a>	16 Mar 2011
7.	<a href="#">Koula and ProVerb joins 94.7 Highveld Stereo</a>	20 Jan 2011
8.	<a href="#">New appointments at Brand inc</a>	23 Feb 2011
9.	<a href="#">Santam appoints new head of corporate affairs and communications</a>	03 Mar 2011
10.	<a href="#">Spectrum Mobile appoints executive team in South Africa</a>	18 Jan 2011

## Our most-read new business wins

1.	<a href="#">Bonang Matheba appoints Capacity Relations</a>	05 Oct 2011
2.	<a href="#">New account gain for Jupiter</a>	03 Mar 2011
3.	<a href="#">Southworth Denman awarded Pernod Ricard advertising account</a>	10 Mar 2011
4.	<a href="#">ANC appoints local government election's advertising agency</a>	04 Feb 2011
5.	<a href="#">Weylandts appoints new advertising agency</a>	08 Feb 2011
6.	<a href="#">Air Mauritius appoints new PR and marketing agencies</a>	04 May 2011
7.	<a href="#">SAB appoints social media agency</a>	20 Jul 2011
8.	<a href="#">Magna Carta PR Cape Town wins several new accounts</a>	18 Feb 2011
9.	<a href="#">Hisense South Africa appoints Salient as marketing communications partner</a>	11 Mar 2011
10.	<a href="#">Distell appoints Bester Burke</a>	21 Oct 2011

## Our most-popular polls

1.	<a href="#">What do you think of the new Cadbury 'Balloons' ad?</a>	16 May 2011
2.	<a href="#">What do you think of the new Nando's ad campaign?</a>	23 May 2011
3.	<a href="#">Has the Afrikaans press lost the power to influence?</a>	02 Jun 2011
4.	<a href="#">Would you pay the same subs fee for a digital edition as for print?</a>	29 Jun 2011

## Our most-viewed galleries

1.	<a href="#">[Cannes Lions 2011] Winners at awards ceremonies (updated) - Sam Edwards</a>	22 Jun 2011
2.	<a href="#">Marie Claire pop-up store in Johannesburg</a>	24 Jan 2011
3.	<a href="#">5FM New Year's Eve party 2010 - Black Tie and Barefoot</a>	11 Jan 2011
4.	<a href="#">Range Rover launches new Range Rover Evoque</a>	10 Jan 2011
5.	<a href="#">You spectacular awards</a>	20 Jul 2011
6.	<a href="#">Ryk Neethling wine launch - Terry Levin</a>	17 Feb 2011
7.	<a href="#">[Design Indaba 2011] Gallery from #dayone</a>	25 Feb 2011
8.	<a href="#">[Design Indaba 2011] Gallery from #daytwo</a>	28 Feb 2011
9.	<a href="#">Marie Claire's annual November body issue</a>	27 Oct 2011
10.	<a href="#">Heart 104.9FM's Two Guys and a Wedding competition</a>	30 Mar 2011
11.	<a href="#">ComutaNet's radio drive</a>	09 Feb 2011

12.	<a href="#">King James anoint new offices</a>	06 May 2011
13.	<a href="#">Kit Kat and MediaShop win at OH! awards</a>	20 May 2011
14.	<a href="#">[Design Indaba 2011] Design Indaba Party</a>	28 Feb 2011
15.	<a href="#">Liqui-Fruit Summer Meltdown Campaign</a>	17 Jan 2011

## Our most-viewed press offices

1.	<a href="#">104.9FM</a>
2.	<a href="#">Media24 Weeklies</a>
3.	<a href="#">Vega School</a>
4.	<a href="#">Draftfcb (South Africa)</a>
5.	<a href="#">Digital Fire</a>
6.	<a href="#">Young &amp; Rubicam</a>
7.	<a href="#">Ad Talent</a>
8.	<a href="#">RecruitMi</a>
9.	<a href="#">34</a>
10.	<a href="#">Graffiti</a>
11.	<a href="#">Media24 Developing Markets</a>
12.	<a href="#">Acceleration Media</a>
13.	<a href="#">Provantage</a>
14.	<a href="#">Gullan&amp;Gullan</a>
15.	<a href="#">Quirk</a>

▮ **Biz Most Read Award winners April 2024** 1 May 2024

▮ **Tick all the X's with Biz Content Feature Sponsorship** 26 Apr 2024

▮ **Biz Most Read Award winners March 2024** 2 Apr 2024

▮ **Biz Most Read Award winners February 2024** 1 Mar 2024

▮ **Share in the sharing economy on Biz** 28 Feb 2024

[Bizcommunity.com](#)



Where 370 companies in 18 industries trust Biz Press Office newsrooms to publish corporate content, on Africa's indispensable B2B news media. **Enquire about a newsroom like this for your company on [sales@bizcommunity.com](mailto:sales@bizcommunity.com)**

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>