

Marketing & Media

We've compiled our annual #BestofBiz 2020 lists across all our industries featuring our most popular articles, most-read contributors and brand press offices with the most views. Discover the most read content on Bizcommunity's Marketing & Media site over the past year below.

Our most-read stories

1	BREAKING: Associated Media Publishing closes its doors permanently after 38 years	30 Apr 2020
2	Lessons from Outsurance and the Katlego Maboe debacle - Josephine Sebesho	26 Oct 2020
3	BREAKING: Caxton's board decides to close its magazine division	05 May 2020
4	Joe Public United has just become the largest black-owned independent agency in SA	18 Jun 2020
5	SA media plays significant role in Covid-19 coverage and awareness	28 Apr 2020
6	What business can learn from amapiano - Sashin Pillay	13 May 2020
7	WATCH: Thulani Sibeko on Standard Bank's new brand repositioning - Jessica Tennant	23 Jul 2020
8	Newzroom Afrika shakes up programming to greet new decade	17 Feb 2020
9	Xoli Mngambi joins Newzroom Afrika to anchor morning show	15 Sep 2020
10	6 brands that have handled the Covid-19 crisis well	18 Mar 2020
11	Cape Town's 'boy next door' takes us home with a happy heart	02 Mar 2020
12	eNCA's Xoli Mngambi and Jane Dutton reportedly suspended	07 May 2020
13	Devi Sankaree Govender leaving M-Net's <i>Carte Blanche</i>	20 Jan 2020
14	All the 2020 Radio Awards winners announced!	17 Apr 2020
15	SA lockdown drives increased usage of DSTv Now free service	06 Apr 2020
16	#Covid19: Brands get creative promoting social distancing	24 Mar 2020
17	Ogilvy SA appoints Groenewald as new Group CEO	21 Aug 2020
18	How SA consumer behaviour is changing in the Covid-19 world	01 Apr 2020
19	The effect of the coronavirus outbreak on the sports and entertainment industry and thus sponsorship - Judith Mugeni	13 Mar 2020
20	South Africa ranks 2nd as country with most reliable Covid-19 news - Leigh Crymble	14 Apr 2020

Our most-read contributors

1	Josephine Sebesho
2	Brendan Seery
3	Leigh Andrews
4	Sashin Pillay
5	Brett Rogers
6	Damon Stapleton
7	Leigh Crymble
8	Josephine Buys

9	Bronwyn Williams
10	Asante Kapanga
11	Andy Walker
12	Mkhuseli Vangile
13	Percy Shangase
14	Siya Metane
15	Francois van Dyk

Our most-viewed press offices

1	Kantar
2	eMedia
3	Ogilvy South Africa
4	Nahana Communications Group
5	Primedia Broadcasting
6	Kaya FM 95.9
7	Meltwater
8	Topco Media
9	HKLM
10	OFM Radio
11	OnPoint PR
12	Ninety9cents
13	356 Oak Holdings
14	Joe Public United
15	Business and Arts South Africa
16	Tractor Outdoor
17	Wunderman Thompson
18	GL events South Africa
19	North-West University (NWU)
20	Vicinity Media

Our most-read new business wins

1	Avatar is Barloworld's new media agency	16 Mar 2020
2	Avatar Agency awarded Telkom Group SA PR account	09 Apr 2020
3	Woolworths South Africa appoints Flume	10 Sep 2020
4	Wavemaker win Huawei Mobile Services account	01 Jul 2020
5	Publicis handed \$32m Pharmavite account	13 Feb 2020
6	MTN Group names Omnicom Group as its lead agency	24 Nov 2020
7	Meta Media wins media buying portion for Hollard	31 Jan 2020
8	Popeyes name new creative agency of record	05 Mar 2020

9	NBA Africa joins APO Group's list of clientele	23 Jan 2020
10	Bain & Bunkell secures numerous new accounts.	17 Nov 2020

Our most-read new appointments

1	Sap appoints Sohail Carim to drive global public sector business	31 Jan 2020
2	Ster-Kinekor Theatres appoints Motheo Matsau as acting CEO	06 Oct 2020
3	Elevator appoints all-female leadership team	18 May 2020
4	5FM appoints new management team	23 Jan 2020
5	Lyndon Johnstone appointed LM Radio head of operations	23 Jun 2020
6	Google SA names Alistair Mokoena country director	20 Jan 2020
7	Thinkerneur appoints Keleabetsoe Rammopo as a strategy consultant	08 Jul 2020
8	Dentsu Aegis makes three executive-level appointments	06 Mar 2020
9	Accenture appoints agency heavyweight Haydn Townsend	20 May 2020
10	Bongiwe Nzuza joins Tribeca	17 Nov 2020

View the most-read lists for our other industries: [Marketing & Media](#), [Retail](#), [Agriculture](#), [Automotive](#), [Construction](#), [CSI & Sustainability](#), [Education](#), [Energy & Mining](#), [Entrepreneurship](#), [Finance](#), [Healthcare](#), [HR & Management](#), [ICT](#), [Legal](#), [Lifestyle](#), [Logistics & Transport](#), [Property](#) and [Tourism](#).

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