

# Media@SAfm to discuss *Sunday Times* Top Brands Awards

This Sunday, 5 August 2012, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- [Neil Higgs](#) of TNS Research with an overview of the [Sunday Times Top Brands Awards](#)
- overall Top Brand KOO and Marketer of the year - FNB's [Bernice Samuels](#)
- A look into the sponsorship of the Olympic Games and some of the best Olympic ads
- Branded feature: [Moegsien Williams](#) who leaves the Independent Newspaper Group and [takes over as the editor of The New Age](#)
- Ad of the week: The VW ad with VW brand manager Sonke Dandala and Jacques Massardo creative director who worked on the ad
- [Brendan Seery](#), executive editor at Independent Newspapers on whether Facebook advertising works
- The ethics around blogging for money with [Suzanne Little](#), the DMMA head of marketing
- [Craig Rodney](#) of Cerebra on social media and the Olympics.

Send advance comments or questions to [ashraf@safm.co.za](mailto:ashraf@safm.co.za) or [media@safm.co.za](mailto:media@safm.co.za), [Facebook](#) or [@ashrafgarda1](#) on Twitter.

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