

MOST Awards 2015: All the winners

More than 600 media leaders attended the 7th Annual MOST Awards ceremony at the Linder Auditorium on 9 September to see Times Media Newspapers win the Overall Media Owners Award and The MediaShop, Johannesburg, take home the Overall Media Agency Award.



The MOST Awards is an independent web-based survey commissioned by Wag the Dog Publishers and conducted by Freshly Ground Insights (FGI) to inspire media agencies and media owners to improve their knowledge and service delivery to their clients. Media owners and media agencies vote for each other against criteria that have been set by the industry.

The MOST Legend and Rising Star Awards are presented to individuals in recognition of their commitment and integrity. Nominations for these awards are submitted by respondents to the survey and the winner was selected by a panel of previous winners using specially selected criteria. These awards cannot be won more than once by any nominee.

Winners were:

- Media Owner Legend - Chris Hitchings, CEO of DStv Media Sales;
- Media Agency Legend - Rob Smuts of RMS Media
- The Media Owner Rising Star - Brett Tucker, MD of Grass Roots Media
- Media Agency Rising Star - Ilan Lazarus of PHD, Cape Town

Leading media commentator and mentor, Gordon Patterson, received the MOST Shepherd Award, in recognition of his selfless contribution to the industry.



L-R Patterson; Tucker; Hitchings; Lazarus; Smuts

The MOST Lamb Award, for companies that do not receive the minimum number of 30 votes, but who excel in terms of great service, went to media owner Mark1 (Digital) and media agency Posterscope, Johannesburg. Winner of the Best Specialist Agency award went to PHD, Johannesburg while The MediaShop in Johannesburg scored honours with the award for Best Full-Service Agency.

Media Owner category awards

The media owner category winners were varied and some were first-time winners. In the radio category, Mediamark Radio took the honours while Cinemark won in the Television/Cinema category. MMAP won in the Out of Home (OOH) category, the SpaceStation pipped other digital media owners to the post while Times Media Newspapers garnered the honours in the newspapers category and Caxton Magazines won the magazines category.

The MOST Africa Awards

Due to a growing interest in Africa as an economic growth area, a new category was introduced this year for media owners Africa sales teams and for South African based agencies that strategically plan and book media in the rest of Africa.

The MOST Africa Media Owner category was won by Primedia Outdoor Johannesburg while The MOST Africa Media Agency Award was won by Initiative Media, Johannesburg.

All the winners

Overall Media Owner Award 2015	Times Media Newspapers
2nd	Caxton Magazines
3rd	MMAP
Overall Media Agency Award 2015	The MediaShop Johannesburg
2nd	PHD Johannesburg
3rd	OMG Digital
Media Agency Legend Award	Rob Smuts, RMS Media
Media Owner Legend Award	Chris Hitchings, DStv Media Sales
Media Owner Rising Star Award	Brett Tucker, Grass Roots Media
Media Agency Rising Star Award	Ilan Lazarus, PHD
MOST 2015 Shepherd Award	Gordon Patterson
Media Agency Lamb	Posterscope, Johannesburg
2nd	Universal McCann
3rd	Carat Cape Town
Media Owner Lamb	Mark1 - Digital Category
2nd	Ramsay Media (Magazines Category)
3rd	Graffiti (OOH Category)
Radio Category 2015 Winner	Mediamark Radio
2nd	Primedia Broadcasting
3rd	United Stations
Television/Cinema Category Winner	Cinemark
2nd	DStv Media Sales
3rd	e.tv
Out of Home Category Winner	MMAP
2nd	Continental Outdoor Media
3rd	ProVantage
Digital Category 2015 Winner	The SpaceStation
2nd	Mediamark Digital
3rd	Google Inc.
Newspapers Category Winner	Times Media Newspapers
2nd	Independent Newspapers
3rd	NAB Caxton (now Spark Media)
Magazines Category Winner	Caxton Magazines
2nd	Media24 Lifestyle
3rd	Ndalo Media
Best Specialist Agency Winner	PHD Johannesburg
2nd	OMG Digital
3rd	PHD Cape Town
Best Full Service Agency	The MediaShop Johannesburg
2nd	OMG Media Direction, Johannesburg
3rd	Vizeum South Africa Cape Town
Media in Africa - Media Owners	Primedia Outdoor
2nd	Continental Outdoor Media
3rd	DStv Media Sales
Media in Africa - Media Agencies	Initiative Media Johannesburg
2nd	The MediaShop Johannesburg

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