

# Biz Most Read Award winners April 2022

Issued by [Bizcommunity.com](https://bizcommunity.com)

3 May 2022

Publishing in the business-to-business media often results in impressively amplified impressions for company news and views.



Starting this month **The Biz Most Read Awards** will recognise the top three most read company press releases as published via Bizcommunity's Press Office newsrooms.

Creative B2B publishing and newsroom management are becoming increasingly integral to the marketers toolbox and the monthly accolade will allow companies their rightful recognition for their business content activity.

**The Biz Most Read Awards** aims to reward and encourage publisher brands and newsroom managers to track their success in the ever-evolving business communications strategy arena.

Winners will be announced via press release each month with an annual award for most impressive impressions due by the end of the first quarter 2023. To be eligible all you need do is submit releases via your Press Office and stand by for your monthly title of #TheBizMostRead to be announced.

## The Biz Most Read Award winners | April 2022

1. [First-of-its-kind campaign launched for Coronation](#) - Ogilvy South Africa
2. [Wunderman Thompson SA names Parusha Partab as group strategy director](#) - Wunderman Thompson
3. [South Africa's significant shopping shifts and the data that found them](#) - NielsenIQ

## About Biz Press Office Newsrooms

Where over 400 of SA's top companies and organisations share the 'why' of what they do. Publish, promote and prolong front page exposure for brand communications in the heart of the business media in one or more of 19 industries on Bizcommunity. Sharing your brand stories via a newsroom can empower and inspire others, while giving more mileage and exposure for your company, client brands and stakeholders, plus you get all the data stats on your releases to add to case studies and client reports, assisting with SEO and getting picked up by the media, all contributing to your company's reputation, status and value. We love to help you look for ways to make your business content stand out, so feel free to talk

to us any time about best newsroom management practice. [More info.](#)

- " **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

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