

Marketing & Media

We've compiled our annual #BestofBiz 2022 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.



Most read stories

1	Shahan Ramkissoo and Tanya Nefdt join forces to tell positive stories	24 Nov 2022
2	Dear Loeries, we had a fantastic time, but... - Jarred Cinman	14 Oct 2022
3	#Newsmaker: Shahan Ramkissoo, Eclipse Communications chief strategy officer - Emily Stander	03 Jun 2022
4	The trends to shape digital marketing in 2022 - Digital School of Marketing	25 Feb 2022
5	YFM producer Lumko Johnson has died - Karabo Ledwaba	15 Sep 2022
6	What is YouTube doing for the creator economy in Africa in 2022?	21 Feb 2022
7	Radio and TV presenter Pearl Shongwe has died	09 Nov 2022
8	Ubuntuland: Africa's first metaverse marketplace launches - Danette Breitenbach	01 Mar 2022
9	Brands must prepare for a different kind of Black Friday	11 Oct 2022
10	Radio legend Jeremy Mansfield has died - Karabo Ledwaba	31 Oct 2022
11	All the Bookmarks 2022 finalists: Did you make the cut?	17 Jun 2022
12	Loeries 2022 final award winners announced!	07 Oct 2022
13	Behind the FNB rebrand	19 Oct 2022
14	Kaya FM fires station manager	29 Nov 2022
15	Kantar announces South Africa's Top 20 Best Liked Ads of 2021 - Kantar	09 Jun 2022
16	Castle Lager to embrace township economy in new brand positioning - Evan-Lee Courie	17 May 2022
17	First pan-African ESG communications agency launched	17 Feb 2022
18	Newspapers ABC Q4 2021: Groundhog day for newspapers - Danette Breitenbach	11 Feb 2022
19	Greater heights at Primedia for leading political journalist Matshidiso 'Tshidi' Madia - Primedia Broadcasting	03 Aug 2022

20	Marketing Achievement Awards' 2022 Marketer of the Year finalists announced	05 Jul 2022
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Most-read contributors

1	Brendan Seery
2	Jarred Cinman
3	Ryan McFadyen
4	Ashleigh Burton
5	Ewoudt Cloete
6	Elizma Nolte
7	Pieter Groenewald
8	Roan Mackintosh
9	Miranda Lusiba
10	Craig Hannabus
11	Deirdre King
12	Johanna McDowell
13	Mike Sharman
14	Firdous Osman
15	Baxolise Mfidi

Most-viewed press offices

1	Kantar
2	Primedia Broadcasting
3	Grey Africa
4	OnPoint PR
5	Ogilvy South Africa
6	Joe Public
7	Nahana Communications Group
8	Wunderman Thompson
9	Topco Media
10	North-West University (NWU)

11	eMedia
12	OFM Radio
13	Tractor Outdoor
14	Irvine Partners
15	Kaya 959
16	TBWA
17	Boomtown
18	New Media
19	Algoa FM
20	Jacaranda FM

Most-read new business wins

1	White Oak Capital Management appoints IdeateLabs	10 May 2022
2	CDCom wins M&G Investments PR account	02 Feb 2022
3	WPP is the new strategic communication partner for Migros Fachmarkt AG	18 Feb 2022
4	Mickey Llew secures Lil-Lets' global account	08 Mar 2022
5	Bosch hires Stratitude to manage its Africa EVP strategy and employer branding	08 Mar 2022
6	PR Powerhouse welcomes three new clients	05 Apr 2022
7	Tswalu appoints Fivestar PR	31 Jan 2022
8	Wonder teams up with Publicis Groupe	07 Apr 2022
9	LifeHealth appoints Ogilvy as its agency	11 Apr 2022
10	Serviceplan Middle East re-appoints BMW Middle East	10 Jan 2022

Most-read new appointments

1	Lamar CEO Sean Reilly joins WOO board	29 Mar 2022
2	Provantage Media Group names new member of executive	21 Apr 2022
3	Hilton McCall joins Ricoh South Africa as head of graphic communications	12 Apr 2022
4	Cecilia Benson joins Riverbed as client service director	10 Jun 2022
5	Lauren Chengan joins Fort as director	07 Feb 2022
6	Mikateko Chauke joins African Bank as head of strategic communications and PR	15 Feb 2022
7	Tribeca welcomes three new team members	26 Jan 2022
8	Eclipse Group appoints Tanya Nefdt as head of online news	01 Aug 2022
9	MICT SETA names new CEO	06 May 2022
10	Conversation Lab appoints new executive creative director	31 Mar 2022

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