

Marketing & Media

We've compiled our annual #BestofBiz 2021 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	#Newsmaker: Larry Madowo joins CNN as Nairobi-based correspondent - Evan-Lee Courie	17 May 2021
2	Kaya 959 gives away R1,000 an hour every hour in May	05 May 2021
3	Forbes Africa announces 30 Under 30 for 2021	01 Jun 2021
4	Windhoek ad called out for suggesting toxic masculinity	22 Jan 2021
5	#MarketingMasterminds: Gustav Praekelt discusses National Covid-19 WhatsApp Hotline	05 May 2021
6	EXCLUSIVE: Natasha Maharaj, marketing director at Distell, takes us behind Distell's brand campaigns - Evan-Lee Courie	18 Mar 2021
7	Abey Mokgwatsane appointed as group chief marketing officer at Investec	18 Oct 2021
8	eNCA news anchor Jeremy Maggs resigns	27 Mar 2021
9	EXCLUSIVE: M&C Saatchi Abel announces three key leadership appointments	23 Mar 2021
10	Applications are now open for the 2021 Dentsu SA Paid Internship Programme	17 May 2021
11	Most admired marketing professionals revealed	29 Nov 2021
12	Kantar announces South Africa's Top 20 Best Liked Ads for 2020	08 Jul 2021
13	Cell C makes bold moves to Change Your World	25 Feb 2021
14	#Newsmaker: African Bank appoints Sbusiso Kumalo as CMO - Evan-Lee Courie	31 Aug 2021
15	Align your brand with cutting edge trends	20 Sep 2021
16	#BehindtheMask: Ashraf Majiet, creative director at Superunion Cape Town - Jessica Tennant	23 Feb 2021
17	Take your brand and business marketing to the next level	16 Mar 2021
18	BREAKING: Introducing Champ, Duke's new sponsorship marketing agency	11 Mar 2021
19	Stir merges with HaveYouHeard - Evan-Lee Courie	18 Feb 2021

20	DJ Fresh and Euphonik no longer part of the Primedia Broadcasting family	11 Feb 2021
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Our most-read contributors

1	Brendan Seery
2	Bronwyn Williams
3	Johanna McDowell
4	Musa Kalenga
5	César Vacchiano
6	Brent Haumann
7	Miranda Lusiba
8	Brett Rogers
9	Suhana Gordhan
10	Strini Naicker
11	Greg Chen
12	Stuart Walsh
13	Ryan McFadyen
14	Styli Charalambous
15	Sibusiso Sitole

Our most-viewed press offices

1	Kantar
2	Kaya 959
3	Irvine Partners
4	North-West University (NWU)
5	Ogilvy South Africa
6	Grey Africa
7	Primedia Broadcasting
8	Topco Media
9	OnPoint PR
10	Nahana Communications Group
11	Wunderman Thompson
12	eMedia
13	Brave Group
14	Tractor Outdoor
15	Jacaranda FM
16	Business and Arts South Africa
17	Joe Public United
18	Ninety9cents
19	Meltwater
20	Ornico

Our most-read new business wins

1	Skynamo appoints Hook, Line & Sinker Communications as part of its global expansion plans	14 Oct 2021
2	VMLY&R to manage Stretton's London Dry Gin account	21 Sep 2021
3	Meet and Code appoints HLS as its integrated communications agency	26 Aug 2021
4	Pint Size Media secures new client	13 Oct 2021
5	The Hardy Boys wins Mr Price Home account	05 Feb 2021
6	Two Oceans Marathon, Champ partner	23 Aug 2021
7	Net#work BBDO wins three new accounts	30 Jul 2021
8	HyperionDev appoints HLS as its integrated communications agency	07 Sep 2021
9	DiDi appoints Havas as its creative agency	29 Jul 2021
10	MediaCom named global media agency for Coca-Cola Company	17 Nov 2021

Our most-read new appointments

1	Connect announces three key leadership appointments	04 Oct 2021
2	Two SABC veterans join Mpuma Kapa TV management team	12 Aug 2021
3	Brave Bison welcomes Buster Dover as new COO	23 Sep 2021
4	Mediamark has announced key appointments to grow its sales team	20 Oct 2021
5	Andrew Shaw appointed to lead Nestle in-house agency at Hoorah Digital	12 Feb 2021
6	Hook, Line & Sinker Communications appoints new business unit manager	31 Aug 2021
7	Dumisani Moyo named SAP Africa's marketing director	27 Oct 2021
8	Grey South Africa appoints new chief financial officer	05 Aug 2021
9	SAB appoints Sphe Vundla as corporate brand director	14 Sep 2021
10	Leagas Delaney appoints MD for its Johannesburg office	06 Oct 2021

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

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