

Top company and news stories 12 February 2018 - 12 Feb 2018

BY LEIGH ANDREWS

- Don't miss the full list of [IAB #Bookmarks2018 finalists](#), announced across a record 74 categories
- We also get nostalgic about the past decade of Bookmarks with [IAB SA CEO, Josephine Buys](#)
- Johanna McDowell shares how she's bringing [SA flair to the Women in Marketing Awards](#)
- [SA wins 12 Midas Gold Ingots at the Midas Awards](#) for the world's best financial advertising
- I look at campaigning to [#DefeatDayZero](#) with King James Group and M&C Saatchi Abel
- We go [#BehindtheSelfie](#) with [Nina Pfeiffer](#), co-owner and executive producer at Tulips and Chimneys
- [#FairnessFirst](#): I explain why Trudeau will bounce back from [#Peoplekind](#)
- Cannes Lions announces R/GA's Chloe Gottlieb as the new [See It Be It](#) ambassador and chair
- [#Loeries2018](#): CEO Andrew Human reflects on [40 years of Loeries](#)
- Jessica Tennant chats to [#Newsmaker Mandi Fine](#) (CEO of F/NE) on partnering with GlobalHealthPR
- In [#StartupStory](#), Tennant unpacks web-based creative procurement platform, [Playbook](#)
- Tennant shares Google Kenya's Charles Murito's views on [digital advertising and the age of assistance](#)

Leigh Andrews

Editor-in-Chief: Marketing & Media SA

PS: Don't forget to click through to our [#BizTrends2018](#) special section for the latest predictions for all aspects of the industry, as curated by Louise Marsland.

Leigh Andrews



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[#MilkshakeQueen](#), is former Editor-in-Chief: Marketing & Media at Bizcommunity.com with a passion for issues of inclusion, belonging, and of course, gourmet food and drinks! Now follow her travel adventures on YouTube [@MidlifeMeander](#).

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