

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

BY [LEIGH ANDREWS](#)

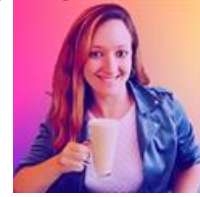
- Don't miss the full list of [IAB #Bookmarks2018 finalists](#), announced across a record 74 categories
- We also get nostalgic about the past decade of Bookmarks with [IAB SA CEO, Josephine Buys](#)
- Johanna McDowell shares how she's bringing [SA flair to the Women in Marketing Awards](#)
- [SA wins 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**



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s [#Bookmarks2020 Publisher panel](#).

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

For more, visit: <https://www.bizcommunity.com>