

Putting Africa in the spotlight - 17 Aug 2015

BY [LEIGH ANDREWS](#)

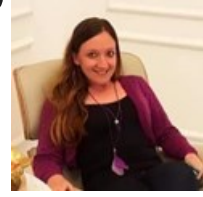
The Loeries 2015 Creative Week in Durban took place this past weekend - view all the winners from [Saturday](#) and [Sunday night](#), as well as all the coverage on the event in our [special section](#).

During the [Unilever South Africa annual networking brunch](#), the FMCG company used the opportunity to showcase the work of four directors from the Academy for African Filmmakers (AAF), announced as winners at this year's Cannes in June.

Meanwhile, Esther Karuku dives into the world of [product placement](#) in tv shows and movies, especially the emergence of this in Kenyan productions.

The Vox Africa team take a closer look into the [Kenyan government's very own advertising agency](#). Mid-last year, the media fraternity in Kenya was stunned that agencies would be directed to channel all their advertising media investments through a centralised body - the Government Advertising Agency.

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 13 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>