

Now screening: Get your GoT fix! - 25 Apr 2016

BY LEIGH ANDREWS



Social media was buzzing ahead of the season premiere of *Game of Thrones*. Louise Marsland, one of the biggest *GoT* fans we know ([this preview article](#) she wrote late last week serves as proof), was up with the earliest Twitter birds to watch the episode and talks us through the hype and whether expectations were met in an article titled '[And now my watch begins...](#)' Marsland says it didn't disappoint, leaving as many questions unanswered in the first episode as the final of Season 5 - that said, if you're a fan and haven't seen the show yet, stay off the internet!!

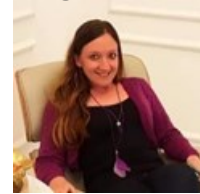
In other exciting news, the final rankings are in: South Africa came joint-12th overall in [D&AD judging 2016](#), responsible for 13 of the 749 pieces of work awarded D&AD Pencils out of 26,000 design and advertising entries this year. Pencil colours will only be revealed on 19 May, so hang on till then...

Sticking to that winning theme, with the Loeries 2016 just a few months away I found out what's going on '[Behind the Loeries](#)' with [Jarred Cinman](#), who is not only MD of NATIVE VML but also chair of the IAB SA and a member of the Loeries board focused on all things digital.

Fittingly, Joseph Neusu writes that [mobile is the closest brands can get to SA consumers](#), especially in light of the recently released 2016 MMA Marketing Report. It shows that smartphone ownership in SA which now stands at over 19 million out of the 38 million adults with mobile phones.

Seems consumers are paying more attention to content on a variety of screens than ever before.

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.

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