

Most Popular lists for 2012 for Bizcommunity Marketing & Media SA

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Here they are, Bizcommunity.com Marketing & Media South Africa's 2012 lists of most popular articles, those that drew the most comment, our most-read contributors, our most-visited galleries - and the ads from the Ornico Ad Showcase that got you voting.



Our most-read stories

1.	Chicken a la King(sley) James: Nando's vs Santam - Edward Fisher	24 Apr 2012
2.	Woolworths embroiled in social media storm over job ad - Zeenat Moorad	05 Sep 2012
3.	How social media networks can affect society negatively - Kelly Marsh	07 May 2012
4.	How Woolworths lost its mojo - Walter Pike	02 Feb 2012
5.	Woolworth refutes accusations of racism, disables wall	07 Sep 2012
6.	Ad Talent Salary Survey 2012 - Ad Talent	17 Jan 2012
7.	EXCLUSIVE: Media24 to close Sports Illustrated - Gill Moodie	03 Dec 2012
8.	SABC bans interviews with first black Idol - Zenoyise John	04 Oct 2012
9.	[2012 trends] Social media marketing and the youth - Bradley Maseko	10 Jan 2012
10.	Loeries 2012: The winners	25 Sep 2012
11.	The ANC's Loerie-winning integrated PR campaign - Sarah Britten	04 Jun 2012
12.	#bankwars: Standard Bank tries to do a Frankies - Walter Pike	24 Feb 2012
13.	Coca-Cola cry-baby - Chris Moerdyk: @chrismoerdyk	18 Jun 2012
14.	No, NO! Nando's	04 Jun 2012
15.	Nando's ad: Banned from TV... Goes to print	11 Jun 2012

Our most-commented-upon stories

1.	Chris Moerdyk pays tribute to John Farquhar	30 Jan 2012	32
2.	Zuma and the right to dignity	21 May 2012	31
3.	Social media 'experts'... copy that!	14 Aug 2012	29
4.	Time for a long hard look at The Loerie Awards	28 Aug 2012	22
5.	Chicken a la King(sley) James: Nando's vs Santam	24 Apr 2012	21
6.	Woolworth refutes accusations of racism, disables wall	07 Sep 2012	20
7.	My dear unemployed communications graduate - an open letter	08 Aug 2012	20
8.	How Woolworths lost its mojo	02 Feb 2012	18
9.	Frankie's vs Woolies: score one to the little guy	03 Feb 2012	17
10.	QR codes bring email, mobile coupons to life	31 Jul 2012	15
11.	Doom stomps into outdoors	18 Oct 2012	15
12.	SABC bans interviews with first black Idol	04 Oct 2012	14
13.	When did we stop caring about customer service, client experience?	13 Aug 2012	14
14.	Radio is losing its intelligence (part I)	22 Mar 2012	13
15.	Why Meropa won't be at the PR awards, again...	23 Mar 2012	13

Our most-read contributors

1.	Gill Moodie
2.	Chris Moerdyk
3.	Herman Manson
4.	Edward Fisher
5.	Walter Pike
6.	Tiffany Markman
7.	Marion Scher
8.	Sarah Britten
9.	Rod Baker
10.	Peter Mann
11.	Duncan McLeod
12.	Gail Schimmel
13.	Thomas Oosthuizen
14.	Craig Wilson
15.	Maja Rode

Our highest-rated new ads from the [Ornico Ad Showcase](#)

1.	Lasher	4.6
2.	Amarula	4.3
3.	DPSA	4.3
4.	Fedhealth	4.1
5.	Huggies Gold	4.1
6.	Capitec	4.0
7.	Nokia Lumia	4.0
8.	Unicef	4.0
9.	FNB	4.0
10.	South Africa	4.0
11.	Standard Bank	3.9
12.	Santam	3.9
13.	S.A.D.A.G	3.9
14.	FNB	3.8
15.	Standard Bank	3.6

Our most-read international stories

1.	10 trends that will shape our world in 2013	18 Dec 2012
2.	[Cannes Lions 2012] Final winners	25 Jun 2012
3.	Marketing pays off: iPhone 5 frenzy builds ahead of today's release	21 Sep 2012
4.	[Cannes Lions 2012] Creative Effectiveness, Media, Mobile & Outdoor Lions winners	20 Jun 2012
5.	[Cannes Lions 2012] Promo & Activation, PR, Direct Lions winners	19 Jun 2012
6.	Which ads are winners? Your brain knows better than you do - Stuart Wolpert	30 Apr 2012
7.	Interbrand releases 2nd annual <i>Best Global Green Brands Report</i>	02 Jul 2012
8.	BlackBerry 10 Jam World Tour kicks off in Milan	30 May 2012
9.	IMD announces its 2012 World Competitiveness Rankings	01 Jun 2012
10.	World Press Trends: Newspaper audience up, but digital revenues...	03 Sep 2012
11.	[Cannes Lions 2012] Entries break record	07 Jun 2012
12.	Brand Keys 2012 customer Loyalty Index survey: Consumers want brand delight	07 Feb 2012

13.	Lady Gaga refuses to tone down her shows	28 May 2012
14.	'The Power of Like: How Social Marketing Works'	14 Jun 2012
15.	2012 CLIO Awards - SA winners	16 May 2012

Our most-read new appointments

1.	New appointments at Y&R	10 Sep 2012
2.	New appointments at M&C Saatchi Abel	18 Jan 2012
3.	New promotions at Net#work BBDO	20 Feb 2012
4.	Metro FM appoints new marketing manager	10 May 2012
5.	Creative duo join 140 BBDO	25 May 2012
6.	New appointments at Y&R	27 Mar 2012
7.	New appointments at Ireland/Davenport	13 Mar 2012
8.	Kagiso Broadcasting appoints communications head	07 Sep 2012
9.	New appointments at Y&R	04 Oct 2012
10.	New fashion appointments at ELLE	04 Jun 2012

Our most-read new business wins

1.	The Jupiter Drawing Room Cape Town gains two new clients	13 Mar 2012
2.	Edgars appoints M&C Saatchi Abel	02 Mar 2012
3.	New account gain for House of Brave	20 Feb 2012
4.	MetropolitanRepublic has been awarded the Scooters Pizza account	31 May 2012
5.	New account for Jupiter Drawing Room Cape Town	20 Apr 2012
6.	Beechies appoints Y&R	16 Apr 2012
7.	Stick appointed for Nestle advertising brand	17 Apr 2012
8.	House of Brave wins Tournament of Hope account	27 Feb 2012
9.	OwenKessel wins LG Electronics South Africa account	12 Sep 2012
10.	Cell C selects partner agencies	13 Feb 2012

Our most-viewed galleries

1.	The magic of cinema - Ster-Kinekor Cine Prestige	16 Apr 2012
2.	2012 J&B Met launches at Cavendish Square - Richard Clarke	20 Jan 2012
3.	[Design Indaba 2012] Most Beautiful Object in South Africa finalists	23 Feb 2012
4.	Aarya - MasterChef Deena Naidoo's restaurant opens in Montecasino	23 Nov 2012
5.	[Photos from the ed-at-large] Jacobs Coffee pop-up store warms Johannesburg	06 Jun 2012
6.	Auto Atlantic MINI Cape Town celebrates Dealer of the Year 2011 - Jodi Klass	06 Jun 2012
7.	Castle Lite Say Freeze Campaign launch	06 Mar 2012
8.	Kaya FM Family Day with KFC	12 Oct 2012
9.	Nelson Mandela Bridge illuminated in pink for Breast Cancer Awareness month - Janet Watermeyer	04 Oct 2012
10.	[Design Indaba 2012] Blueprint of an expo	08 Mar 2012

Our most-viewed press offices

1.	Media24 Weeklies
2.	Digital Fire
3.	Drafftcb (South Africa)
4.	Graffiti
5.	Analytix BI

6.	Ad Talent
7.	34
8.	Boston College
9.	Yellowwood Future Architects
10.	Native

- **Biz Most Read Award winners March 2024** 2 Apr 2024
- **Biz Most Read Award winners February 2024** 1 Mar 2024
- **Share in the sharing economy on Biz** 28 Feb 2024
- **Experience the 6X's of event sponsorship on Biz** 26 Feb 2024
- **Biz Most Read Award winners January 2024** 1 Feb 2024

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