

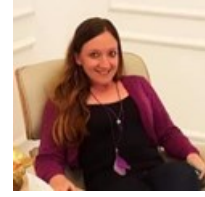
Top company and news stories 21 January 2019 - 21 Jan 2019

BY [LEIGH ANDREWS](#)

- Kick off your week with the latest [#BizTrends2019](#) reads:
- Bogoso Motshegwa on [ad agencies of the future building new models](#);
- Carmen Murray on [feeling the pain if you don't know what customers want](#);
- Greg Benatar on [a new golden age of OOH media in Africa](#);
- Kelly McGillivray on [19 event trends for 2019](#);
- Mark Tomlinson on [business-changing themes to embrace](#);
- You can also revisit our [#BizTrends2019 special newsletter](#);
- [Click here](#) to book your seat for BizTrendsLIVE! at Ster-Kinekor Sandton on 31 January!
- [RIP SJ Myeza](#) of 7 Films
- RIP travel blogger Meruschka Govender, AKA [MzansiGirl](#)
- [Gillette's 'We Believe' ad](#) receives mixed feedback
- [Sydney Mbhele](#) steps up as CEO for Sanlam brand division
- [Net#work BBDO](#) has six entries shortlisted for One Show's 2019 Awards
- [Thandiswa Mazwai](#) is announced as a speaker for [#DesignIndaba2019](#)
- In [#NewBiz](#), [Serviceplan](#), [Hakuhodo](#) and [Unlimited](#) form a global strategic alliance
- [Ad Talent's Salary Survey](#) for 2019 is revealed
- Andy Walker writes about the record-breaking egg, with [more than 24m likes on Instagram](#)
- In [#NewCampaign](#), Jessica Tennant finds out why [what matters to you, matters to Metropolitan](#)
- Chris Botha of Park Advertising asks [why the wall?](#)
- Nick Grubb calls [deception the lowest form of marketing](#), writes of [radio's recipe for growth](#)
- In [#FairnessFirst](#), it's time to stand for [purpose-led marketing and social impact advertising](#)
- I also go [#BehindtheSelfie](#) with [Elaine Rumboll](#), keynote speaker for the 2019 Nedbank IMC

Leigh Andrews
Editor-in-Chief: Marketing & Media SA

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>