

# Global insights for the African continent - 29 Jun 2015

BY [LEIGH ANDREWS](#)

This week, we draw international inspiration as John Beale shares special insights from the recent [Festival of Media Global 2015](#), which took place in Rome. Two main trends set to still hit the continent are the fact that programmatic is still shrouded in confusion, and TV is threatened by digital - off our shores, at least.

If it's award-winning work you're looking for, you're in luck as all the Cannes Lions winners have been released, and we've paid special attention to winning work that came from the southern tip of the continent [here](#).

Remember to click through to our [Cannes Lions Special Section](#) for all the category winners lists in full, as well as our exclusive interviews with winners and judges.

## 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.

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