

# Africa's winning ways - 12 Oct 2015

BY [LEIGH ANDREWS](#)

Good news for the state of journalism on the continent: All four South African journalists nominated for the landmark 20th [CNN MultiChoice African Journalist Awards 2015](#) won their respective categories. The top prize went to Burkinabé journalist Hyacinthe Boowurosigue Sanou, writes Thinus Ferreira.

Looking to further ways [Africa can grow exponentially](#), Tiisetso Maloma offers the first part of a series focused on providing innovatively and freely without trying to rope in perceived gatekeepers. Maloma says the key lies in an online shipping system that quotes buyers instantly, to anywhere in the world, as well as teaching coding to primary school kids.

Sticking with the topic of innovation, Jacques van Wyk writes that [interactive print is crucial to direct marketing](#). This is based on insights gleaned from a white paper released by PwC that shows mobile elements in marketing campaigns are becoming an industry standard, with up to 88% of South Africans now having mobile internet access and mobile accounting for more than 50% of all global e-commerce traffic.

Great advice, whether your target audience is based on the continent or further afield.

## 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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