

# MOST Awards open for entries in June

From Monday, 3 June 2013, entries are open for the 5th [MOST Awards](#) for media owners and agencies, who can rank each other via independent research conducted by Brad Aigner of FGI (Freshly Ground Insights).



"The awards are a sought after property and this is testified by the returning sponsoring brands this year of Daily Sun, City Press, Sunday Sun, Ads24, The Media Shop, Vizeum, Initiative Media, DSTV and the support of AMF and AMASA. We are also proud to welcome to the fold two new sponsors in AML (Applied Media Logic) and Habari Media," states founder of the awards Sandra Gordon.

## Lamb Awards back again

For the first time last year, the MOST Lamb Awards recognised a culture of service excellence amongst smaller media agencies and media owners (who missed the required 30 research votes, but still excelled in all categories, including service delivery and innovation).

Ronell Buitenbos says, "The 2013 research questionnaires will be in the field from 3 June and available on The Media Online and Wag the Dog website. Well over two hundred owners and two hundred agencies are expected to participate in this year's research and Wag the Dog will once again make available to respective entrants the results of the research."

## Awards evening

Results will be revealed on 3 September at the industry bash at RoomFive in Rivonia. Tickets for the evening will be available at The Media Online in July at a cost of R450 each.

## Categories

- MOST Media Owner - radio, TV/Cinema, OOH, Digital, Newspapers, Magazines
- MOST Media Agencies - full service, specialist
- MOST Media Owner Sales & Marketing Legend Award
- MOST Media Owner Sales & Marketing Rising Star Award
- MOST Media Agency Legend Award
- MOST Media Agency Rising Star Award
- MOST Lamb Media Owner Award
- MOST Lamb Media Agency Award

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