

2011 Most Popular lists for Bizcommunity Marketing & Media South Africa

Issued by Bizcommunity.com

12 Dec 2011

Here they are, Bizcommunity.com Marketing & Media South Africa's 2011 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. So? Do you agree with the numbers - or do you have *your* favourites (and not-so-favourites)?



Our most-read stories

1.	Sowetan cop sex video story sends confusing signals - Gill Moodie	17 Aug 2011
2.	Jupiter Cape Town loses Woolworths - Herman Manson	01 Dec 2011
3.	How to lose your customers in three easy steps - Lindsay Grubb	07 Jun 2011
4.	Shoe City apologises for "tasteless" magazine ad by Lowe Bull	08 Jun 2011
5.	Election coverage shows SABC's stunning lack of sophistication - Gill Moodie	19 May 2011
6.	The asinine axing of Axe - Chris Moerdyk	27 Oct 2011
7.	Ad Talent Salary Survey 2011 - Ad Talent	14 Jan 2011
8.	[2011 trends] An A-to-Z of social media trends to watch - Tara Turkington	24 Jan 2011
9.	Nando's to the rescue! Good news for Juju!	11 Nov 2011
10.	The Kuli Roberts column - why the ANC want a media tribunal - Chris Moerdyk	01 Mar 2011
11.	Vodacom, Cell C spat takes nasty turn - Duncan McLeod	11 Apr 2011
12.	Slap on the wrist for Power Balance bracelets - Roger Hislop	11 Jan 2011
13.	Vodacom rebrands, turns 'red and simpler' - Issa Sikiti da Silva	04 Apr 2011
14.	MMA condemns Kuli Roberts article	01 Mar 2011
15.	Media24 Magazines restructures: end of line for well-known publisher brands - Herman Manson	14 Jan 2011

Our most-commented-upon stories

1.	New breakfast show host on Kaya FM	10 Jan 2011	77
2.	It's party time at Bizcommunity! #happybiz10	22 Aug 2011	53
3.	TBWA\Hunt\Lascaris makes Steers go Hoohah	20 Apr 2011	47
4.	How to lose your customers in three easy steps	07 Jun 2011	42
5.	An open letter to British American Tobacco	22 Mar 2011	37
6.	Winning the Loerie for PR may be losing the PR for PR	06 May 2011	35
7.	Vodacom, Cell C spat takes nasty turn	11 Apr 2011	29
8.	Shoe City ad: Lowe Bull "regrets any distress caused", apologises	09 Jun 2011	24
9.	Blueprint wins ANC's local elections account	04 Feb 2011	23
10.	The Kuli Roberts column - why the ANC want a media tribunal	01 Mar 2011	23
11.	The Vodacom relaunch - what an appalling waste	19 Apr 2011	20
12.	Shoe City apologises for "tasteless" magazine ad by Lowe Bull	08 Jun 2011	18
13.	The asinine axing of Axe	27 Oct 2011	18
14.	Vodacom rebrands, turns 'red and simpler'	04 Apr 2011	17
15.	Creative license is a loaded gun	08 Feb 2011	16

Our most-read contributors

1.	Herman Manson
2.	Issa Sikiti da Silva
3.	Gill Moodie
4.	Chris Moerdyk
5.	Duncan McLeod
6.	Lindsay Grubb
7.	Walter Pike
8.	Mandy de Waal
9.	Bradley Maseko
10.	Tiffany Markman
11.	Douglas Kruger
12.	Tara Turkington
13.	Candice Jones
14.	Roger Hislop
15.	Daniel Munslow

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

1.	PPC Cement	4.6
2.	Consol Glass	4.5
3.	Dstv	4.3
4.	South Africa	4.2
5.	Nestle Milo	4.1
6.	Cash Converters	4.1
7.	Coca Cola	4.1
8.	National Council Against Smoking	4.0
9.	Kfc	4.0
10.	Vw Passat	4.0
11.	Coca Cola	4.0
12.	Kulula	3.8
13.	KFC	3.8
14.	Baker's Tennis	3.8
15.	Ocean Basket	3.8

Our most-read international stories

1.	Ten ways to market your brand - Nicholas Jervis	18 Apr 2011
2.	Google Panda update: Research reveals well-known news sites early winners	15 Apr 2011
3.	Spotify embraces the land of the free... sort of - Giles Cottle	18 Jul 2011
4.	Pampers in the orthodox sector	30 May 2011
5.	Two thirds of consumers fail to click with unengaged social media advertising - Mintel Oxygen	13 Jun 2011
6.	How to value a social media company - PwC Valuation Index	27 May 2011
7.	Royal Wedding generates one mention every 10 seconds, online	29 Apr 2011
8.	Android and Apple: different phones, different habits	31 Oct 2011
9.	Unemployment, inflation worries hit consumer confidence	27 Jan 2011
10.	Vodafone Global wants your BIG IDEA	08 Mar 2011
11.	Women like eReaders; men like their Tablets	05 Jul 2011
12.	[2011 trends] Social channels: Opportunities and threats for media industry - Ovum	26 Jan 2011

13.	[2011 trends] A time of transformation for the software industry	17 Jan 2011
14.	PR practitioners - learn to say No! - Richard Linning	31 Mar 2011
15.	Naked rugby rampage	04 Apr 2011

Our most-read new appointments

1.	ELLE magazine announces new appointments	13 Apr 2011
2.	SABMiller Africa appoints new regional strategy director	17 Mar 2011
3.	New appointments at Trigger/Isobar	29 Mar 2011
4.	New appointments at Nokia	24 May 2011
5.	Metro FM appoints new station manager	28 Oct 2011
6.	New appointments at Euro RSCG South Africa and 4D Euro RSCG	16 Mar 2011
7.	Koula and ProVerb joins 94.7 Highveld Stereo	20 Jan 2011
8.	New appointments at Brand inc	23 Feb 2011
9.	Santam appoints new head of corporate affairs and communications	03 Mar 2011
10.	Spectrum Mobile appoints executive team in South Africa	18 Jan 2011

Our most-read new business wins

1.	Bonang Matheba appoints Capacity Relations	05 Oct 2011
2.	New account gain for Jupiter	03 Mar 2011
3.	Southworth Denman awarded Pernod Ricard advertising account	10 Mar 2011
4.	ANC appoints local government election's advertising agency	04 Feb 2011
5.	Weylandts appoints new advertising agency	08 Feb 2011
6.	Air Mauritius appoints new PR and marketing agencies	04 May 2011
7.	SAB appoints social media agency	20 Jul 2011
8.	Magna Carta PR Cape Town wins several new accounts	18 Feb 2011
9.	Hisense South Africa appoints Salient as marketing communications partner	11 Mar 2011
10.	Distell appoints Bester Burke	21 Oct 2011

Our most-popular polls

1.	What do you think of the new Cadbury 'Balloons' ad?	16 May 2011
2.	What do you think of the new Nando's ad campaign?	23 May 2011
3.	Has the Afrikaans press lost the power to influence?	02 Jun 2011
4.	Would you pay the same subs fee for a digital edition as for print?	29 Jun 2011

Our most-viewed galleries

1.	[Cannes Lions 2011] Winners at awards ceremonies (updated) - Sam Edwards	22 Jun 2011
2.	Marie Claire pop-up store in Johannesburg	24 Jan 2011
3.	5FM New Year's Eve party 2010 - Black Tie and Barefoot	11 Jan 2011
4.	Range Rover launches new Range Rover Evoque	10 Jan 2011
5.	You spectacular awards	20 Jul 2011
6.	Ryk Neethling wine launch - Terry Levin	17 Feb 2011
7.	[Design Indaba 2011] Gallery from #dayone	25 Feb 2011
8.	[Design Indaba 2011] Gallery from #daytwo	28 Feb 2011
9.	Marie Claire's annual November body issue	27 Oct 2011
10.	Heart 104.9FM's Two Guys and a Wedding competition	30 Mar 2011
11.	ComutaNet's radio drive	09 Feb 2011

12.	King James anoint new offices	06 May 2011
13.	Kit Kat and MediaShop win at OH! awards	20 May 2011
14.	[Design Indaba 2011] Design Indaba Party	28 Feb 2011
15.	Liqui-Fruit Summer Meltdown Campaign	17 Jan 2011

Our most-viewed press offices

1.	104.9FM
2.	Media24 Weeklies
3.	Vega School
4.	Draftfcb (South Africa)
5.	Digital Fire
6.	Young & Rubicam
7.	Ad Talent
8.	RecruitMi
9.	34
10.	Graffiti
11.	Media24 Developing Markets
12.	Acceleration Media
13.	Provantage
14.	Gullan&Gullan
15.	Quirk

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