

# Most Popular lists for 2012 for Bizcommunity Marketing & Media SA

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Here they are, [Bizcommunity.com Marketing & Media South Africa](http://Bizcommunity.com Marketing & Media South Africa)'s 2012 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.



## Our most-read stories

1.	<a href="#">Chicken a la King(sley) James: Nando's vs Santam</a> - Edward Fisher	24 Apr 2012
2.	<a href="#">Woolworths embroiled in social media storm over job ad</a> - Zeenat Moorad	05 Sep 2012
3.	<a href="#">How social media networks can affect society negatively</a> - Kelly Marsh	07 May 2012
4.	<a href="#">How Woolworths lost its mojo</a> - Walter Pike	02 Feb 2012
5.	<a href="#">Woolworth refutes accusations of racism, disables wall</a>	07 Sep 2012
6.	<a href="#">Ad Talent Salary Survey 2012</a> - Ad Talent	17 Jan 2012
7.	<a href="#">EXCLUSIVE: Media24 to close Sports Illustrated</a> - Gill Moodie	03 Dec 2012
8.	<a href="#">SABC bans interviews with first black Idol</a> - Zenoyise John	04 Oct 2012
9.	<a href="#">[2012 trends] Social media marketing and the youth</a> - Bradley Maseko	10 Jan 2012
10.	<a href="#">Loeries 2012: The winners</a>	25 Sep 2012
11.	<a href="#">The ANC's Loerie-winning integrated PR campaign</a> - Sarah Britten	04 Jun 2012
12.	<a href="#">#bankwars: Standard Bank tries to do a Frankies</a> - Walter Pike	24 Feb 2012
13.	<a href="#">Coca-Cola cry-baby</a> - Chris Moerdyk: @chrismoerdyk	18 Jun 2012
14.	<a href="#">No, NO! Nando's</a>	04 Jun 2012
15.	<a href="#">Nando's ad: Banned from TV... Goes to print</a>	11 Jun 2012

## Our most-commented-upon stories

1.	<a href="#">Chris Moerdyk pays tribute to John Farquhar</a>	30 Jan 2012	32
2.	<a href="#">Zuma and the right to dignity</a>	21 May 2012	31
3.	<a href="#">Social media 'experts'... copy that!</a>	14 Aug 2012	29
4.	<a href="#">Time for a long hard look at The Loerie Awards</a>	28 Aug 2012	22
5.	<a href="#">Chicken a la King(sley) James: Nando's vs Santam</a>	24 Apr 2012	21
6.	<a href="#">Woolworth refutes accusations of racism, disables wall</a>	07 Sep 2012	20
7.	<a href="#">My dear unemployed communications graduate - an open letter</a>	08 Aug 2012	20
8.	<a href="#">How Woolworths lost its mojo</a>	02 Feb 2012	18
9.	<a href="#">Frankie's vs Woolies: score one to the little guy</a>	03 Feb 2012	17
10.	<a href="#">QR codes bring email, mobile coupons to life</a>	31 Jul 2012	15
11.	<a href="#">Doom stomps into outdoors</a>	18 Oct 2012	15
12.	<a href="#">SABC bans interviews with first black Idol</a>	04 Oct 2012	14
13.	<a href="#">When did we stop caring about customer service, client experience?</a>	13 Aug 2012	14
14.	<a href="#">Radio is losing its intelligence (part I)</a>	22 Mar 2012	13
15.	<a href="#">Why Meropa won't be at the PR awards, again...</a>	23 Mar 2012	13

## Our most-read contributors

1.	<a href="#">Gill Moodie</a>
2.	<a href="#">Chris Moerdyk</a>
3.	<a href="#">Herman Manson</a>
4.	<a href="#">Edward Fisher</a>
5.	<a href="#">Walter Pike</a>
6.	<a href="#">Tiffany Markman</a>
7.	<a href="#">Marion Scher</a>
8.	<a href="#">Sarah Britten</a>
9.	<a href="#">Rod Baker</a>
10.	<a href="#">Peter Mann</a>
11.	<a href="#">Duncan McLeod</a>
12.	<a href="#">Gail Schimmel</a>
13.	<a href="#">Thomas Oosthuizen</a>
14.	<a href="#">Craig Wilson</a>
15.	<a href="#">Maja Rode</a>

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

1.	<a href="#">Lasher</a>	4.6
2.	<a href="#">Amarula</a>	4.3
3.	<a href="#">DPSA</a>	4.3
4.	<a href="#">Fedhealth</a>	4.1
5.	<a href="#">Huggies Gold</a>	4.1
6.	<a href="#">Capitec</a>	4.0
7.	<a href="#">Nokia Lumia</a>	4.0
8.	<a href="#">Unicef</a>	4.0
9.	<a href="#">FNB</a>	4.0
10.	<a href="#">South Africa</a>	4.0
11.	<a href="#">Standard Bank</a>	3.9
12.	<a href="#">Santam</a>	3.9
13.	<a href="#">S.A.D.A.G</a>	3.9
14.	<a href="#">FNB</a>	3.8
15.	<a href="#">Standard Bank</a>	3.6

## Our most-read international stories

1.	<a href="#">10 trends that will shape our world in 2013</a>	18 Dec 2012
2.	<a href="#">[Cannes Lions 2012] Final winners</a>	25 Jun 2012
3.	<a href="#">Marketing pays off: iPhone 5 frenzy builds ahead of today's release</a>	21 Sep 2012
4.	<a href="#">[Cannes Lions 2012] Creative Effectiveness, Media, Mobile &amp; Outdoor Lions winners</a>	20 Jun 2012
5.	<a href="#">[Cannes Lions 2012] Promo &amp; Activation, PR, Direct Lions winners</a>	19 Jun 2012
6.	<a href="#">Which ads are winners? Your brain knows better than you do - Stuart Wolpert</a>	30 Apr 2012
7.	<a href="#">Interbrand releases 2nd annual <i>Best Global Green Brands Report</i></a>	02 Jul 2012
8.	<a href="#">BlackBerry 10 Jam World Tour kicks off in Milan</a>	30 May 2012
9.	<a href="#">IMD announces its 2012 World Competitiveness Rankings</a>	01 Jun 2012
10.	<a href="#">World Press Trends: Newspaper audience up, but digital revenues...</a>	03 Sep 2012
11.	<a href="#">[Cannes Lions 2012] Entries break record</a>	07 Jun 2012
12.	<a href="#">Brand Keys 2012 customer Loyalty Index survey: Consumers want brand delight</a>	07 Feb 2012

13.	<a href="#">Lady Gaga refuses to tone down her shows</a>	28 May 2012
14.	<a href="#">'The Power of Like: How Social Marketing Works'</a>	14 Jun 2012
15.	<a href="#">2012 CLIO Awards - SA winners</a>	16 May 2012

## Our most-read new appointments

1.	<a href="#">New appointments at Y&amp;R</a>	10 Sep 2012
2.	<a href="#">New appointments at M&amp;C Saatchi Abel</a>	18 Jan 2012
3.	<a href="#">New promotions at Net#work BBDO</a>	20 Feb 2012
4.	<a href="#">Metro FM appoints new marketing manager</a>	10 May 2012
5.	<a href="#">Creative duo join 140 BBDO</a>	25 May 2012
6.	<a href="#">New appointments at Y&amp;R</a>	27 Mar 2012
7.	<a href="#">New appointments at Ireland/Davenport</a>	13 Mar 2012
8.	<a href="#">Kagiso Broadcasting appoints communications head</a>	07 Sep 2012
9.	<a href="#">New appointments at Y&amp;R</a>	04 Oct 2012
10.	<a href="#">New fashion appointments at ELLE</a>	04 Jun 2012

## Our most-read new business wins

1.	<a href="#">The Jupiter Drawing Room Cape Town gains two new clients</a>	13 Mar 2012
2.	<a href="#">Edgars appoints M&amp;C Saatchi Abel</a>	02 Mar 2012
3.	<a href="#">New account gain for House of Brave</a>	20 Feb 2012
4.	<a href="#">MetropolitanRepublic has been awarded the Scooters Pizza account</a>	31 May 2012
5.	<a href="#">New account for Jupiter Drawing Room Cape Town</a>	20 Apr 2012
6.	<a href="#">Beechies appoints Y&amp;R</a>	16 Apr 2012
7.	<a href="#">Stick appointed for Nestle advertising brand</a>	17 Apr 2012
8.	<a href="#">House of Brave wins Tournament of Hope account</a>	27 Feb 2012
9.	<a href="#">OwenKessel wins LG Electronics South Africa account</a>	12 Sep 2012
10.	<a href="#">Cell C selects partner agencies</a>	13 Feb 2012

## Our most-viewed galleries

1.	<a href="#">The magic of cinema - Ster-Kinekor Cine Prestige</a>	16 Apr 2012
2.	<a href="#">2012 J&amp;B Met launches at Cavendish Square</a> - Richard Clarke	20 Jan 2012
3.	<a href="#">[Design Indaba 2012] Most Beautiful Object in South Africa finalists</a>	23 Feb 2012
4.	<a href="#">Aarya - MasterChef Deena Naidoo's restaurant opens in Montecasino</a>	23 Nov 2012
5.	<a href="#">[Photos from the ed-at-large] Jacobs Coffee pop-up store warms Johannesburg</a>	06 Jun 2012
6.	<a href="#">Auto Atlantic MINI Cape Town celebrates Dealer of the Year 2011</a> - Jodi Klass	06 Jun 2012
7.	<a href="#">Castle Lite Say Freeze Campaign launch</a>	06 Mar 2012
8.	<a href="#">Kaya FM Family Day with KFC</a>	12 Oct 2012
9.	<a href="#">Nelson Mandela Bridge illuminated in pink for Breast Cancer Awareness month</a> - Janet Watermeyer	04 Oct 2012
10.	<a href="#">[Design Indaba 2012] Blueprint of an expo</a>	08 Mar 2012

## Our most-viewed press offices

1.	<a href="#">Media24 Weeklies</a>
2.	<a href="#">Digital Fire</a>
3.	<a href="#">Drafftcb (South Africa)</a>
4.	<a href="#">Graffiti</a>
5.	<a href="#">Analytix BI</a>

6.	<a href="#">Ad Talent</a>
7.	<a href="#">34</a>
8.	<a href="#">Boston College</a>
9.	<a href="#">Yellowwood Future Architects</a>
10.	<a href="#">Native</a>

▪ **Biz Most Read Award winners April 2024** 1 May 2024

▪ **Tick all the X's with Biz Content Feature Sponsorship** 26 Apr 2024

▪ **Biz Most Read Award winners March 2024** 2 Apr 2024

▪ **Biz Most Read Award winners February 2024** 1 Mar 2024

▪ **Share in the sharing economy on Biz** 28 Feb 2024

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