

A bumper year for celebration

Industry professionals from all over gathered at the Wanderers Club in Johannesburg yesterday, Thursday, 13 September, in their droves to honour the achievements of their peers at the 10th Annual Most Awards.



Image supplied.

Stunning décor set the scene for a celebratory atmosphere which was added to with wine tasting, a pop-up gin bar, fabulous music, comedy, applause and networking, making this the crowning glory of the Most Awards so far.

A decade of Most

“This is a bumper year for celebration,” said Sandra Gordon, founder of the prestigious Awards. “Not only are we extremely proud to usher in a decade of Most, but we share this milestone birthday with a number of other significant anniversaries. The MediaShop has been in business for 30 years, RMS Media is 25 and Freshly Ground Insights is 10. In addition, we have a crop of 21-year-olds: Kagiso, Mediamark, KayaFM, JacarandaFM, HeartFM and GagasiFM all turn 21 this year.”

In addition to the Media Owner of the Year Award and the Media Agency of the Year Award, won by AdColony and The MediaShop (Johannesburg) respectively, Most awarded some extra-special accolades. The Media Owner of the Decade was shared by DStv Media Sales and Tiso Blackstar, having both achieved similar results at the Most Awards over the past 10 years, while The MediaShop (Johannesburg) took the Media Agency of the Decade Award.

The Most Legend and Rising Star Awards are presented to individuals in recognition of their commitment to the media industry. Respondents submitted nominations for these awards by respondents to the survey and the winner was selected by a panel of previous winners using specially selected criteria. These awards cannot be won more than once.

The winners for 2018

- Media Agency Legend – Celia Collins
- Media Owner Legend – Greg Maloka
- Media Owner Rising Star – Mike van Tonder
- Media Agency Rising Star – Ricardo Lopes
- Shepherd Award – Rina Broomberg
- Bell Award – Neil Higgs



[Behind the Selfie] with... Neil Higgs

Leigh Andrews 28 Oct 2015



The Most Lamb Awards, for companies that do not receive the minimum number of 30 votes, but who excel in terms of great service delivery and knowledge, went to Mark1Media.

The Most Africa Awards are presented to South African based media owner and media agency teams. The Media Owner Africa Award went to Alliance Media and the Media Agency Africa Award was won by Omnicom Media Group (OMG), Africa. The Full-Service Media Agency Award was picked up by The MediaShop (Johannesburg) and the Traditional Specialist Media Agency Award was won by Alphabet Soup.

In the radio category, Primedia Broadcasting took top honours while Cinemark won the cinema category. The Home Channel, Business Day TV and Ignition topped the television category. Alliance Media also won the out-of-home (OOH) category and AdColony was ranked number one in the digital category. Spark Media took the honours in the newspaper category and Media24 Lifestyle won the magazines category. The winner in the media sales consultancies category was AdColony.

Independent thought leaders with flair and integrity

The Bell Award acknowledges an individual with a stellar track record of contribution to the sector. The nominees extend outside of the media owner and agency work environments, acknowledged as independent thought leaders with flair and integrity. The award went to visionary researcher and researcher Neil Higgs, a media maverick who has left an indelible mark on the South African media landscape, having developed and introduced the new SEM (socio-economic measure) household continuum to replace the long outdated LSM (Living Standard Measure).

The Shepherd Award acknowledges an individual who selflessly contributes time, knowledge and expertise to improving the media industry. This special award went to Rina Bloomberg, co-founder, with Gareth Cliff, of One on One Productions and CliffCentral. She is a respected mentor, having given a number of radio personalities, including Cliff and Xolani Gwala, their big break on radio. Brad Aigner, MD of research house Freshly Ground Insights (FGI), commented that this year's voting led to some surprising results, which indicated the changing state of the South African media industry.

“ Three hundred and fifty people cast 3,590 votes for 88 media owners in nine categories for this year's Most Awards for Media Owners Survey, the best response rate since its inception. ”

Likewise, The Media Agencies also received a record number of votes in 2018.

Full list of Most Awards winners 2018

Media Owner of the Year	AdColony
2nd	Alliance Media
3rd	Massiv Media
Media Agency of the Year	The MediaShop (JHB)
2nd	PHD
3rd	Alphabet Soup
Media Agency Legend	Celia Collins
Media Owner Legend	Greg Maloka
Media Owner Rising Star	Ricardo Lopes
Bell Award	Neil Higgs
Shepherd Award	Rina Broomberg
Media Owner Lamb	Mark1Media
2nd	Ultimate Media
3rd	Red Cherry Media
Media Agency Lamb	Initiative Media (Cape Town)
2nd	Brand et al
3rd	FCB
Media Owner Africa	Alliance Media
2nd	Primedia Outdoor
3rd	DStv Media Sales
Media Agency Africa	Omnicom Media Group Africa
2nd	Dentsu Aegis Network Africa
3rd	The MediaShop Africa
Full-Service Media Agency	The Media Shop (JHB)
2nd	PHD
3rd	Vizeum
Traditional Specialist Media Agency	Alphabet Soup
2nd	Hitch Digital
3rd	Posterscope
Media Owner Category Awards	
Media Owner Radio	Primedia Broadcasting
2nd	The Media Connection
3rd	Mediamark
Media Owner Cinema	Cinemark
2nd	Cinevation Popcorn
Media Owner Television	The Home Channel, BDTV and Ignite
2nd	e.tv
3rd	DStv Media Sales
Media Owner Out of Home	Alliance Media
2nd	Massiv Media
3rd	Ad Outpost
Media Owner Newspaper	Spark Media
2nd	Ads24
3rd	Tiso Blackstar
Media Owner Magazines	Media24 Lifestyle
2nd	Ndola Media
3rd	Caxton Magazines
Media Owner Digital	AdColony
2nd	Google
3rd	Mediamark
Media Sales Consultancy	AdDynamo
2nd	Vicinity Media

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