

135: Whisky Live Showroom, Efinity and purposeful marketing

On Thursday, 11 June 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) chatted to Jacqui Maroun ([@JaxTimeTraveler](#)), Head of User Experience Design at NATIVE VML ([@Native](#)), about her recent article, [Authentic social consciousness starts at home](#), which looks at purpose-driven marketing and consumers.



We spoke about how brands on social media can marginalise customers, factors to take into account to run a successful purpose-driven marketing campaign, the benefits for brands and how important authenticity is. We also take a look at which SA brands are getting it right at the moment.

[Check out Native VML here.](#)

Then we moved over to a hot topic in business right now, e-commerce. In studio we had Nic Robertson, Head of New Business Development for Efinity. Nic believes that South Africa has lagged behind the global e-commerce curve. This is largely due to brands and retailers, misunderstanding the potential of e-commerce and the perceived complexity of running concurrent online and offline businesses; but that is a fallacy. We find out more about Efinity, a state-of-the-art e-commerce fulfilment service, we explore the idea of how businesses can use the omni-retail experience to grow into the future. We go through the services Efinity offer and touch on what the future holds for online retail in South Africa.

[Check out the Efinity here.](#)

Then, last but not least, we chatted to Emily Stockden, CEO of the Whisky Live Festival about the Whisky Live Showroom ([@whiskylivesa](#)), happening in Cape Town from 18 to 20 June at The Lookout at the V&A Waterfront. This intimate showcase of more than 100 expressions of whisky will be hosted at one of the city's most popular venues providing the perfect opportunity for a pre-Father's Day outing, or even Father's Day gift shopping. We talk to Emily to find out more about the history of the event, why in some there is an 'e' in some whiskys (whiskeys) and we give away some tickets to the event. Tickets range from R120 - R175 plus you get lots of tasting vouchers.

[Check out event details here.](#)

We were also live on Periscope - Find [@bizwazza](#) on Periscope to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#).

The news roundup:

- [We are entering the next phase with Pinterest and Instagram](#)
- [Biz Takeouts at the BrightRock Connection Session on 25 June](#)
- [New Twitter features](#)
- [Men forge ahead in mobile shopping](#)
- [Featured Job: Marketing Manager - Trade and Partnerships](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (105MB) or [listen](#) to the podcast (57:55min).

Episode 135: Whiskey Live Showroom, E-commerce enabled with Efinity and Purposeful marketing.

Date: 11 June 2015 **Length:** 57:55min **File size:** 105MB **Host:** Warren Harding



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