

## 14: In which Toby meets Toby to talk about Brand Soweto

Soweto is bustling and perceptions are changing of what is arguably Joburg's most famous suburb. So how does one market Soweto to the rest of Joburg, but also market Soweto to the people who live there? Listen to last week's [Bizcommunity/Chai FM Media & Marketing radio show](#), which airs every Wednesday 6pm-7pm on 101.9 FM in Johannesburg and via [streaming audio](#). [[twitterfall](#)]



### Lineup

In studio on Wednesday, 7 September 2011, were [Toby Chance](#), MD of [Adele Lucas Promotions](#) which organises the [Soweto Festival](#), and [Pepe Marais \(@pepemarais\)](#), co-founder and executive creative director of [Joe Public](#). They joined our new permanent host, [Toby Shapshak \(@shapshak\)](#), to discuss Soweto as a brand then and now, and the economics, branding, and owning of the black diamond market.

The agency focus was on [Joe Public \(@joepublicagency\)](#), with Marais chatting to us about the independent agency's latest work.



Toby Shapshak, new show host for Biz Takeouts.

The news roundup, from [Bizcommunity](#)'s marketing manager [Warren Harding \(@WazzaBiz\)](#), covered [some digital lessons from Ard Matthews](#); government wanting [access to Blackberry BBM records](#) for security reasons; the [new category structure for Bookmarks](#), how to [avoid getting into trouble](#) with Rugby World Cup 2011 promotions if you're not an official sponsor; and initial reviews of the new weekly news-aggregator magazine *NewsNow* and iPad newspaper iMaverick by [Gill Moodie](#) and [Herman Manson](#).

### Podcast

If you missed the show, [download](#) (42.8MB) or [listen](#) to the podcast (46.42 minutes).

### Listen every week

For your RDA of media and marketing news in South Africa and Africa, listen every Wednesday, 6pm-7pm, by

- tuning your radio to community station Chai FM on **101.9 FM** in Johannesburg
- via [streaming audio](#) at [chaifm.ndstream.net](http://chaifm.ndstream.net)

Send advance comments or questions via email ([biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)), Twitter (tweet [@chaifm](#), [@bizcommunity](#), [@shapshak](#), [@SimoneBiz](#) or [@WazzaBiz](#) using the hashtag [#biztakeouts](#)) or [Facebook](#).

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