

27: Being a great creative in a global village

Find out how to make great creative campaigns in a competitive global market by listening to the Biz Takeouts podcast of this week's [Biz Takeouts Marketing & Media radio show](#) which airs every Wednesday 5pm-6pm streamed live via [2oceansVibe Radio](#). [[twitterfall](#)]



Lineup

In studio on Wednesday, 27 June 2012, was executive creative director of Net#work BBDO, Rob McLennan.

He joined show host [Brendan Jack](#) ([@brendanjack](#)) to discuss making great creative campaigns in a competitive global market and gives us his take on the [Cannes Festival](#), where he was this year's

Radio jury president.

[Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) also spoke to the management of Netdynamix, about its alleged fabrication of listener numbers for several top South African online radio stations.

Podcast

If you missed the show, [download](#) (43.9MB) or [listen](#) to the podcast (46:54 minutes).

Episode 27: Being a great creative in a global village

Date: 27 June 2012 **Length:** 46:54min **File size:** 43.9MB **Host:** Brendan Jack

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Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@brendanjack](#), [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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