

33: Agency focus - Native

Last week in an agency focused show, we looked at full service digital agency [Native](#). To find out more, listen to the podcast of the [Biz Takeouts Marketing & Media radio show](#), which airs every Wednesday 5pm-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)

Lineup

In studio on Wednesday, 8 August 2012, was Ben Wagner ([@benwagner](#)), who has been an active member of the digital industry for more than a decade and is head and chief marketing warrior of Native Cape Town.



He shared with show host and [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) on how Native started, how it measures return on investment for clients, his thoughts on traditional agencies, and also some of the current Native clients and projects.

We also discussed two big digital events happening this year, namely Digital Edge Live and The Bookmarks 2012.

The news roundup covered:

- Bernice Samuels - [Marketing Personality of the Year](#)
- SA media consumption: [Olympic Games 2012](#)
- Print Media South Africa [adds digital to its mix](#)
- [Alcohol advertising by other means](#)
- Three sure-fire ways to [maximise the ROI of your email marketing campaign](#)

Podcast

If you missed the show, [download](#) (34.4MB) or [listen](#) to the podcast (36:44 minutes).

Episode 33: Agency focus - Native

Date: 8 August 2012 **Length:** 36:44min **File size:** 34.4MB **Host:** Warren Harding

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Comments or questions

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

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