

Media@SAfm to highlight Steers R10 burger promo

This Sunday, 17 June 2012, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- The Digital Media and Marketing Association (DMMA) and the Print Media SA (PMSA) which have reached a collaboration agreement. What does this mean for both industries?
- [Darren Scott](#) of Ballz Radio and [Richard Hardiman](#) of 2OceansVibe Radio on whether or not internet radio is effective
- Branded feature: The new CEO of VWV, [Kingsley Potter](#)
- [Val Bourdos](#) of Steers on the franchise's R10 burger ad and the positive and negative public response
- Sarah Probert, BlackBerry's director: Marketing & Communications on the BlackBerry global campaign
- Beatrice Le Coutre on Answered Insights on the launch of a revolutionary mobile research tool
- Editor, Buli Mgojo on *Looch Magazine's* one year anniversary and
- International marketer [Antoine Houtsma](#)'s thoughts on marketing trends

Send advance comments or questions to ashraf@safm.co.za or media@safm.co.za, [Facebook](#) or [@ashrafgarda1](#) on Twitter.

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