

# Eenie meenie miney moe... Chinese handsets set to grow?

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According to Russel Southwood, the price of generic Chinese smartphones (at around \$70-80) will be affordable by a significant chunk of Africans who currently own feature phones. There's also the possibility that the Chinese handset Xiaomi (which runs on Android), an iPhone lookalike, will come to Africa. He looks at the [kind of devices that might dominate African markets](#) over the next three years.

Tim Allemann gives some of his own reasons why he believes [brand monogamy is a myth](#); and Simon Schwaighofer, Creative Director at Red Bull Creative, in an interview with Handu Sinisalu and Maarja Laasu, reckons that [storytelling via social engagement is a strong trend](#).

In other news, after being postponed earlier this year, the [new dates for the Maputo International Advertising Festival have been confirmed](#) - it will take place from 9-11 September 2014. Pieces that were created and can be proved to have been displayed between 1 April 2013 and 3 July 2014 will be accepted.

Last but not least, remember to send your nominations for this year's [OLX Kenya Social Media Awards \(SOMA\)](#) before 17 August.

Have a great week!

Cheers!

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