

# 01: Generation NeXt, coolest brands and MMAD guru ads

This week, the very first Bizcommunity/Chai FM Marketing and Media radio show was hosted by Kevin Fine on Chai FM in Johannesburg. If you missed the show, a podcast is now available.



On Wednesday evening, 1 June 2011, we spoke with Rod Baker, Bizcommunity.com GM: content, on all the big stories and breaking news of week so far.

Then we caught up with [Jason Levin](#), HDI Youth Marketeers MD, on the [Sunday Times GenX survey](#) to analyse some of the results.

We also spoke with Red Carpet Consulting's Mulligan Pearce to get his take on why the tech brands were ranked in the top four coolest brands in the survey.

Our in-studio guests were [Dr Sarah Britten](#), Y&R head of digital strategy, as well as [Hylton Tannenbaum](#) of Bioscope Films. Britten gave us some insight on what to look out for from Y&R and Tannenbaum tells us how he recently won the Creative Circle's Ad of the Month award for his [MMAD Guru](#) ads.

If you missed the show, listen to the podcast on the [Chai FM](#) site. The podcast is 45:04 minutes long.

Tune in next week from 6pm-7pm on Chai FM 101.9 in Johannesburg or via streaming audio at [chaifm.ndstream.net](#) to get the very best highlights of marketing and media news in South Africa and Africa.

Send advance comments or questions via email ([biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)), Twitter (tweet [@chaifm](#) or [@bizcommunity](#) using the hashtag [#bizchaifm](#)), [Facebook](#), studio tel 0861 242 436 or SMS 37420.

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