

## 97: MTN Business App Awards & measureability of ad campaigns

This week on the [Biz Takeouts Marketing & Media radio show](#) we host Andrew Hall, Managing Director of Hero Strategic Marketing, and we also chat to Kevin Jacobson, MTN Business Enterprise Marketing GM, and awards judge Toby Shapshak about the MTN App of the Year Awards. Join show host Warren Harding every Thursday from 9am-10am from the [2oceansVibe Radio](#) studios. [\[twitterfall\]](#)

### Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio guest:* MD of Hero Strategic Marketing ([@herotweet](#)), Andrew Hall
- *Telephone guests:* MTN Business ([@MTNza](#)) - App of the Year award judge, Toby Shapshak ([@shapshak](#)) and Kevin Jacobson, MTN Business Enterprise Marketing GM.



- *Discussion topics:*
  - We talk to Andrew Hall about measurability of advertising campaigns, the importance of tracking campaigns and what clients should be looking for.
  - Then we shift our attention to the upcoming MTN Business - App of the Year awards. We chat to Kevin Jacobson, MTN Business Enterprise Marketing GM and awards judge Toby Shapshak to find out more.

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio 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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