

16: Destination marketing and cultural awareness

Find out how to market a vibrant and diverse country such as India by listening to the Biz Takeouts podcast of this week's [Bizcommunity/Chai FM Media & Marketing radio show](#), which airs every Wednesday 6pm-7pm on 101.9 FM in Johannesburg and via [streaming audio](#). [[twitterfall](#)]



Lineup

In studio on Wednesday, 21 September 2011, were Ankur Bhardwaj of Teamwork Productions, and Rajiv Malhotra, country manager of Jet Airways.

They joined show host [Toby Shapshak \(@shapshak\)](#) to discuss how to market a vibrant and diverse country such as India, which is what Shared History, The Indian Experience Festival aims to achieve, and the success of this annual cultural festival which runs in Johannesburg, Pretoria and Durban.

The news roundup by [Bizcommunity](#) marketing manager [Warren Harding \(@BizcomWazza\)](#) covered:

- the launch of Bizcommunity's [new dedicated sectors and newsletters](#)
- SAB, Ogilvy celebrate [50 years of 'unbreakable' friendship](#)
- why South Africa isn't [innovating in online journalism](#)
- Loeries 2011 and the [relevance of ad award shows](#)
- why all the [bad language on social media](#)?
- what [copywriters do](#)

Podcast

If you missed the show, [download](#) (33.7MB) or [listen](#) to the podcast (36.51 minutes).

Listen every week

For the very best highlights of marketing and media news in South Africa and Africa:

- Radio: 101.9 FM Chai FM in Johannesburg
- Streaming audio: [chaifm.ndstream.net](#)

Comments or questions

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