07: Luxury brand survival tips; importance of supply chains, sponsorships

This week, the Bizcommunity/Chai FM Media & Marketing radio show, hosted by Kevin Fine on Wednesday, 20 July 2011, 6pm-7pm on 101.9 FM in Johannesburg, included the importance of supply chains and sponsorships, and how luxury brands survived the recession. The podcast is now available.



LG executive Bronwyn Hume expounded on the importance of supply chains and sponsorships for the LG brand globally, and Christo Kruger, brand manager for Porsche, told us how luxury brands survived the recession... We also got A3 MediaTech Schedule.pdf Adobe in on the act with Michael O'Neill who was at the Mediatech Africa Expo this week, plus you can hear how Liquorice Africa is creating cool digital campaigns...

The news roundup, from Bizcommunity's marketing manager Warren Harding (@WazzaBiz), covered what marketers need to know about Google+, Don't be scared of Walmart, just do things right - Simon Mathers; *Business Day* paywall move is the real deal; how and why to give for charity and how brands getting involved (see opinion pieces from Amelia Jones, Mike Freedman and Matt Rose); and whether the Press Freedom Commission is DOA or not.

Podcast

If you missed the show, download (24.4MB) or listen to the podcast (42:33 minutes) on the Chai FM website.

Already confirmed for next week are Craige Fleischer, regional director southern Africa at Research in Motion (RIM) (BlackBerry), and Justin Spratt (@justinspratt),the rocking CEO of Quirk.

Listen every week

For your RDA of media and marketing news in South Africa and Africa, listen every Wednesday, 6pm-7pm, by

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

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