

11: Lots of letters - DA/ST/TBWA, RAMS, ABCs, BMW...

It's takeout time again, and this week Wednesday, 17 August 2011, we talked luxury vehicles, premium banking, the latest RAMS and ABC figures, as well as how to get iPad newspaper iMaverick free. The podcast of the [Bizcommunity/Chai FM Marketing & Media radio show](#), Wednesdays 6pm-7pm on 101.9 FM in Johannesburg and via [streaming audio](#), is now available. [\[twitterfall\]](#)



Lineup

BMW's GM of group communications, [Guy Kilfoil](#), and Jonathan Newfield, head of marketing and strategy at [Sasfin Bank](#), joined show host Kevin Fine ([@TheFinester](#)) to talk about new carbon cars, the truth about the so-called 3-series picture leak, and reasons to bank with a private bank.

Catch our phoner with [iMaverick](#) so you can find out how to get the continent's first iPad newspaper free, even if you don't have an iPad.

This week also featured the latest RAMS and ABC figures, and we focused on the rebranding of Steers, as well as the Lots of Letters Scandal the [DA/TBWA/ST](#) allegations.

Podcast

If you missed the show, [download](#) (31.9MB MB) or [listen](#) to the podcast (46:30 minutes).

Listen every week

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