

15: SA's brand history, branding during RWC, Deon du Plessis tributes

Did you know the oldest brand in South Africa is Groot Constantia? Find out about SA's history of brands and branding and the challenges of sports branding, plus tributes to Deon du Plessis, by listening to the podcast of last 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, 14 September 2011, were [Ken Preston](#) of Affinity Advertising & Publishing which recently published *From Groot Constantia to Google: 1865 to - a colourful history of brands & branding in South Africa*, and [Abey Mokgwatsane](#) ([@Abeyphonogenic](#)), CEO of the [VWV Group](#) and regular Bizcommunity [contributor](#) and [blogger](#).

They joined show host [Toby Shapshak](#) ([@shapshak](#)) to discuss SA's colourful brand history, sports as brands and the challenges of sports branding around major sporting events such as the [2011 Rugby World Cup](#), as well as current industry news.

The agency focus was on [Mortimer Harvey](#) on its clients and latest projects, with MD Andrew Mortimer.

The news roundup by Shapshak covered [tributes](#) to the late Deon du Plessis, the [of a www.bizcommunity.com/Article/196/16/64095.html customised online advertising strategy](#), the [African Marketing Confederation launch](#), South Africa's August 2011 [Effective Measure report](#) and [consumer confidence and spending](#).

Podcast

If you missed the show, [download](#) (41.7MB) or [listen](#) to the podcast (51.28 minutes).

Listen every week

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- tuning your radio to community station Chai FM on **101.9 FM** in Johannesburg
- via **streaming audio** at [chaifm.ndstream.net](#)

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