

37: Agency focus - M&C Saatchi Abel

In last week's agency focused show, we featured [M&C Saatchi Abel](#). To find out more about the agency as well as its current clients and projects, listen to the podcast of the [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday 5pm-6pm streamed live via [2oceansVibe Radio](#). [[twitterfall](#)]

Lineup

In studio on Thursday evening, 6 September 2012, was Jason Harrison ([@JasonHarrison01](#)), MD of M&C Saatchi Abel Cape Town, who has over a decade of experience in advertising.

He shared with show host and [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) on how M&C Saatchi Abel started, how it measures return on investment for clients, the link to Saatchi International, the launch of the new M&C Saatchi Abel mobile division, and on some of the current M&C Saatchi Abel clients and projects.

Other discussion points included the current state of the advertising industry; digital, traditional and full service agencies and how they fit together; the Loeries and Bookmarks Awards coming up later in the year; and lastly, how the new alcohol legislation could affect advertising in South Africa.

The news roundup covered:

- Optimising the [ROI on print advertising investment](#)
- [Marketing needs targeted approach](#)
- [Marketing mistakes every entrepreneur should avoid](#)
- [New product makes it easier for SMES to enter e-commerce](#)
- Sanef, Loeries: [Joint statement on media accreditation](#)

Podcast

If you missed the show, [download](#) (38MB) or [listen](#) to the podcast (41:30 minutes).

Episode 37: Agency focus - M&C Saatchi Abel

Date: 6 September 2012 **Length:** 41:30min **File size:** 38MB **Host:** Warren Harding

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- Email: biztakeouts@bizcommunity.com
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Bizcommunity.com's **Biz Takeouts Marketing & Media 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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