

113: Pete Case on the Gloop, Ogilvy SA merger

On the last [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 13 November, show host, Warren Harding was joined in studio by Pete Case, founder and CEO of Gloop to chat about the recent announcement of the merger between Gloop and Ogilvy SA ([@OgilvySA](#)).



We discussed the agency merger and cleared up that it is not an acquisition. We look at what the partnership means for the Cape Town and Johannesburg Gloop offices and what clients can expect.

Check out [Ogilvy SA](#) and [Gloop](#).

We then shifted our attention to a new, exciting design initiative, launched last week at Jordan Wines, the inaugural Wine Label Design Awards. We were joined in studio by awards project manager and Winemag.co.za ([@Winemag](#)) Business Manager, Jacqueline Lahoud ([@JaxLahoud](#)). We spoke about the awards, the categories and how wine labels affect sales in-store.

Make sure you listen to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [\[MRMW\] The how, why and what of best using mobile for marketing in Africa](#)
- [Every CEO in South Africa should read this](#)
- [10 mistakes that could jeopardise your company](#)
- [Seven tips when making your own YouTube videos for your business](#)
- Featured Job: [Marketing Campaign Manager](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (83.6MB) or [listen](#) to the podcast (45:43min).

Episode 113: Pete Case on the Gloop, Ogilvy SA merger

Date: 13 November 2014 **Length:** 45:43min **File size:** 83.6MB **Host:** Warren Harding



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