

## 129: A jam-packed show with Skype, Coca-Cola and more

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 30 April 2015, from 9-10am, show host Warren Harding chats to Derek Miller, Managing Director of TLC Marketing Worldwide ([@tlcmarketingsa](#)), a global marketing agency with a unique fusion of experienced marketers and innovative deal makers whose skills combine to create, manage and deliver magical marketing campaigns, to help achieve their clients' business goals.



We also speak to Adelaide Potgieter and Solomon Potgieter, founder and CEO of Mad Advertising ([@madadvertising](#)) and now the Mad World Group. We talk to Adelaide and take a look at what the Mad World group offers and her unique take on the advertising industry as a whole.



We celebrate the 100th anniversary of the iconic Coca-Cola ([@CocaCola](#)) contour bottle which has, over the generations, earned its status as a famed design icon. We chat to Coca-Cola SA Marketing Director, Sharon Keith, to find out more about the design of the bottle and which famed artists around the world have been inspired by the bottles design.

Lastly, we look at South Africa's large and steadily growing Skype community and how it can open up branding and marketing opportunities for South African brands. We talk to Ian Drummond, Mediamark's ([@mediaworldSA](#)) Digital Sales Manager, to get his thoughts on Skype as a marketing tool.

### Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In Studio:* Adelaide Potgieter ([@MadAdelaide](#))
- *Via phone:* Derek Miller and Sharon Keith
- *Via Skype:* Ian Drummond ([@landrummond33](#))

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio 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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