

## 71: The Loeries, "Be the most famous you"

Last week on [Biz Takeouts, the Marketing & Media radio show](#), in a special [Loeries](#) themed show, we looked at the 35th Annual Loerie Awards and this years theme of "Be the most famous you." Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



### Lineup

On Skype we hosted Justin Wright, creative director and Clint Bryce, executive creative director (digital), both from Johannesburg-based advertising agency, TBWA\ Hunt Lascaris about The Loeries, "Be the most famous you" campaign and digital trends.

### The news roundup covered:

- [\[The Creativity Q&A\]: Sarah Britten chats to Tim Horwood](#)
- [A few alternative Loeries predictions](#)
- [How social media can make a difference](#)
- [Getting started with online marketing](#)
- [Senior Web Designer \(6 month Contract\)](#)

### Podcast

If you missed the show, [download](#) (16.2MB) or [listen](#) to the podcast (17:47min).

### Episode 71: The Loeries, "Be the most famous you"

**Date:** 19 September 2013 **Length:** 17:47min **File size:** 16.2MB **Host:** Warren Harding



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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