

36: Sports and fitness marketing with PUMA

Find out how PUMA South Africa works with an international head office, how it uses media for advertising, the sports retail environment as well as sports sponsorship by listening to this week's 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, 30 August 2012, was Alex Hully ([@Hothtrooper](#)), 2010 World Cup liaison for PUMA International and current PUMA South Africa marketing manager.

He shared his views with show host and [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) on how PUMA combines traditional and new media for campaigns; how PUMA South Africa approaches sports teams and player sponsorships; and the benefits of these sponsorship deals.

We also look at the current sports brand retail environment, international trends and some of the events that PUMA South Africa is getting involved in.

The news roundup covered:

- [EXCLUSIVE: NewsNow to close](#); iMaverick coming right
- Bulk SMS 'gentlemen's agreement' under threat
- Time for a [long hard look at The Loerie Awards](#)
- Lessons from home-grown "[Mandela Story](#)" viral sensation
- Johannesburg [billboard landscape revealed](#) - who is doing what?
- Dawn Rowlands named [Business Woman of the Year 2012](#)

Podcast

If you missed the show, [download](#) (37.7MB) or [listen](#) to the podcast (41:15 minutes).

Episode 36: Sports and Fitness marketing with PUMA

Date: 30 August 2012 **Length:** 41:15min **File size:** 37.7MB **Host:** Warren Harding

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- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com

- Twitter: tweet [@brendanjack](#), [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

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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