

## 10: Creating trends and leadership in advertising

Yay, we're through the coldest part of winter, but Biz Takeouts remains hot! This week Wednesday, 10 August 2011, we took a look at creating trends and leadership in advertising, from Apple to world-acclaimed *Zimbabwean* campaign. The podcast of the [Bizcommunity/Chai FM Marketing & Media radio show](#), Wednesdays 6pm-7pm on 101.9 FM in Johannesburg and via [streaming audio](#), is now available. [\[twitterfall\]](#)



### Lineup

This week show host Kevin Fine ([@TheFinester](#)) spoke to the one and only president of [TBWA\Africa](#) and the Middle East, [Reg Lascaris](#), and in the other corner, Lisa Cohn, creative manager at [Demographica](#). Take a bite and hear how Reg and Steve Jobs (yes, him) put together the Apple campaign, as well as Reg's take on Nando's and the world-acclaimed *Zimbabwean* Trillion Dollar campaign, and hear how digital in box advertising fits in!

[Yellowwood Future Architects](#) also popped in for the agency focus and group MD [David Blyth](#) has some interesting consumer insights for you.

The news roundup was once again done by Fine while [Bizcommunity's](#) marketing manager [Warren Harding](#) ([@WazzaBiz](#)) was still on leave.

### Podcast

If you missed the show, [download](#) (39.2MB) or [listen](#) to the podcast (42.52 minutes) on the Chai FM website.

### Listen every week

For your RDA of media and marketing news in South Africa and Africa, listen every Wednesday, 6pm-7pm, by

- tuning your radio to community station Chai FM on **101.9 FM** in Johannesburg
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