

## 86: The power of brands in the mass communication landscape

Join [Biz Takeouts Marketing & Media radio show](#) host Warren Harding ([@bizWazza](#)) every Thursday from 9am-10am from the [2oceansVibe Radio](#). This week we chat to DK Badenhorst, Strategic Planner at Y&R Cape Town ([@YoungRubicamSA](#)) and the directors of MaxAxiom ([@MaxAxiom](#)), Daniel Courtenay ([@drdanc](#)) and Nicolle Harding ([@NicolleHarding](#)). [\[twitterfall\]](#)

### Lineup

- *Show host:* Warren Harding
- *In-studio guests:*
  - DK Badenhorst, Strategic Planner at Y&R Cape Town
  - Daniel Courtenay and Nicolle Harding, Directors of MaxAxiom.
- *Discussion topics:*
  - We speak to DK Badenhorst about a recent article written about the power of brands in the changed mass communication landscape, and find out how it is affecting brands and how brands are affecting consumers lives.
  - We then move our focus to mobile and chat to MaxAxiom, Africa's first mobile DSP and mobile media supply specialist. We find out more about it from Directors Daniel Courtenay and Nicolle Harding, and chat about some mobile case studies and what is happening with mobile in Africa.



### 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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