

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

We also find out more about MaxAxion, Africa's first Mobile DSP and mobile media supply specialist. Y&R Cape Town Strategic Planner, DK Badenhorst chats about a recent article he wrote.

Your current browser does not support this audio, Copy the link to download audio [https://biz-file.com/f/1404/BizTakeouts/EP-86\\_17April-2014.mp3](https://biz-file.com/f/1404/BizTakeouts/EP-86_17April-2014.mp3)

For more, visit: <https://www.bizcommunity.com>