

159: Agency focus with Mortimer Harvey

On Thursday, 3 December 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) was joined by Luisa Mazinter, group chief innovation officer and Andrew Fradd, managing director at Mortimer Harvey.



We look at the agency history, the departments within the agency and the trends affecting the advertising industry as a whole. We end off the feature by looking at social media and digital developments, measurement and then take a look at the future of the agency.

Check out the agency here: <http://mortimerharvey.com/>

Get all the information by listening to this weeks podcast.

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

The news roundup from [Bizcommunity](#):

- [Advertising is a science called chemistry](#)
- [Mind the gap: Why street pole advertising might be your missing marketing link](#)
- [Who is the online South African woman?](#)
- [<https://www.bizcommunity.com/Article/196/19/138096.html> Place your bets]]
- [SA has the Midas magic touch!](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (29MB) or [listen](#) to the podcast (30:33min).

Episode 159: Agency Focus with Mortimer Harvey.

Date: 4 December 2015 **Length:** 30:33min **File size:** 29MB **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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