

165: Across-the-board brand overhaul for Metropolitan and new TVC

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 10 March 2016, from 9-10am, show host Warren Harding takes a closer look at Metropolitan.



Metropolitan has headed into a completely new direction for a South African financial services provider in the emerging market, with a story-telling campaign giving expression to the company's desire to listen, understand and guide - rather than dictate. We chat to Ogilvy & Mather Cape Town executive creative director, Tseliso Rangaka, and Metropolitan's head of brand, Llewellyn Allen, to find out more about the TVC and what makes the campaign so special.

Then later in the show we look at the IT Leaders Africa Summit, South Africa's most respected CIO event, which takes place on 15 and 16 March at Vodacom World in Johannesburg. The IT landscape is swiftly evolving and continually facing disruptions which makes it incredibly difficult for CIOs, CTOs, directors and managers in the information technology space to keep up. The IT Leaders Africa Summit, now in its 7th year, is a meeting place for IT and business leaders across all industries. We find out more about the summit from event organisers Kinetic.

Show guests:

- Ogilvy & Mather Cape Town Executive creative director Tseliso Rangaka
- Metropolitan's head of brand Llewellyn Allen
- Shannon Mackrill, joint managing director, Kinetic.

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
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Comments or questions

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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

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