

128: Springleap and the newly launched Creative Insights Division

On Thursday, 23 April 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined in studio by Springleap ([@Springleap](#)) MD and Head of Commercialisation, Trevor Wolfe ([@trevorwolfe](#)).



We discuss the history of Springleap, where they have come from and the evolution of crowdsourcing creative in South Africa. We also look at Springleap's recently launched Creative Insights Division - a first of its kind, utilising the crowdsourcing model Springleap previously used for design challenges, and a unique way where clients can now plug into Springleap's co-creation community as an insights platform for research and qualified feedback.

Lastly, we look at the trend report, a monthly release by Springleap, looking at the upcoming trends in each city of South Africa and see what trends we will see in the next few months.

[Check out Springleap here.](#)

Make sure you listen to the most recent podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Defining South Africa's digital marketing skills gap](#)
- [Seven top global PR trends to watch](#)
- [Twitter changes Direct Messages, making private conversations easier](#)
- [First set of D&AD Pencil Awards winners announced](#)

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](#) (50.0MB) or [listen](#) to the podcast (27:23min).

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Date: 23 April 2015 **Length:** 27:23min **File size:** 50.0MB **Host:** Warren Harding



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