

129: A jam-packed show with Skype, Coca-Cola and more

On Thursday, 30 April 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined on air by four companies and five guests for an episode jam-packed with info, fun and agency news.



We started the show by talking to Coca-Cola ([@CocaCola](#)) SA Marketing Director, Sharon Keith, as we celebrate the 100th anniversary of the iconic Coca-Cola contour bottle. The bottle has over the generations, earned its status as a famed design icon. We talk about the history of the design, the impact of the design on pop culture, which famous artists have been inspired by the contour bottle and the Coca-Cola art exhibition, which happened in SA last month.

[Check out Coke's special 100 Bottle site here.](#)

We then welcomed TLC Marketing Worldwide Managing Director, Derek Miller, to discuss advertising and rewards in South Africa. We look at TLC Marketing and the role of the agency, the value brought forward by rewards marketing and look at what the future holds for the company.

[Check out TLC Marketing here.](#)

We were then joined by brother and sister team, the founder and CEO of Mad World ([@madadvertising](#)), Adelaide ([@MadAdelaide](#)) and Solomon Potgieter, to look at the agency and what they are up to. We chat about the history of Mad World from its beginning 15 years ago, Adelaide makes Warren blush and we look at social media and using it correctly.

[Check out Mad World here.](#)

Lastly, we find out more about the marketing and branding opportunities for South African companies on Skype. We spoke to Ian Drummond ([@landrummond33](#)), Mediamark's ([@mediaworldSA](#)) Digital Sales Manager, to find out why Skype is such an effective marketing tool, the benefits to brands and what marketing opportunities lie on the platform.

[Check out Mediamark Skype info here.](#)

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

Tune in to hear us live or look out for next weeks podcast right here.

The news roundup:

- [ITWeb Security Summit features former NSA director, turned whistle-blower](#)
- [Going beyond clicktivism with the #Baltimoreriots?](#)
- [\[Behind the Selfie\] with... Justin Zehmke](#)
- [Featured Job: Area Manager](#)

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](#) (106MB) or [listen](#) to the podcast (58:16min).

Episode 129: Marketing on Skype, 100 years of the CocaCola contour bottle and 2 ad agencies

Date: 30 April 2015 **Length:** 58:16min **File size:** 106MB **Host:** Warren Harding



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