

## 74: StoreVue and Amorphous New Media

On this week's [Biz Takeouts Marketing & Media radio show](#), streamed live every Thursday from 9am-10am via [2oceansVibe Radio](#), we host StoreVue director Gerard Eksteen, as well as Amorphous CEO Gant Shippey. [\[twitterfall\]](#)



### Lineup



- *In studio guests:* Gerard Eksteen, StoreVue ([www.storevue.co.za](http://www.storevue.co.za)) director; and CEO & founder of Amorphous New Media ([@AmorphousMedia](#)), Grant Shippey ([@grantshippey](#))
- *Show host:* [Warren Harding](#) ([@BizWazza](#))

### • Discussion topics:

- The reality of the FMCG trading environment and what they are doing to help brands monitor the situation with the use of HD in store images with Gerard Eksteen
- The recently launched online media buying tool, Elastic Media Africa (EMA) from Amorphous ([@AmorphousMedia](#))

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizcomWazza](#) using #biztakeouts
- Facebook: [2oceansVibe Radio](#)

### Podcast

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

Bizcommunity.com's **Biz Takeouts Marketing & Media radio 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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