

133: VMA Group, marketing to millennials and #campaign4change

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 28 May 2015, from 9-10am, show host Warren Harding looks at VMA Group, a global recruitment and training specialist for corporate and marketing communications, who recently announced the growth of its international network with the opening of its new Africa operation, headquartered in Johannesburg, South Africa, adding significant reach for local and multinational organisations operating across the African markets.



We chat to Daniel Munslow ([@munslowd](#)), Principal Consultant, VMA Group Africa ([@VMAGroup](#)) to find out more about the expansion, what VMA Group offers and why you need them.

Then later in the show we take a look at [marketing to millennials](#), we chat to Danielle Jaffit ([@DJaffit](#)), Strategist at NATIVE VML ([@Native](#)), to find out more about why brands should be talking to millennials, the mistakes currently being made in the market, why millennials are different and why they are important for your company and brand growth. Danielle also shares some insights into good practice in getting your marketing to reach the millennial market.

We end the show by looking at RayBan, who recently presented their new communication campaign, NEVER HIDE - #Campaign4change. We chat to Thera van't Hof ([@thera_vanthof](#)), Senior Brand Manager for RayBan and Luxotica SA to find out more about the campaign. And what is in it for you.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Via Telephone:* Daniel Munslow and Danielle Jaffit
- *In studio:* Thera van't Hof

How to listen

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

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
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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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current media trends, upcoming events and brand activities.

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