

# 135: Whiskey Live Showroom, Efinity and purposeful marketing

On the next [Biz Takeouts Marketing & Media radio show](#), Thursday, 11 June 2015, from 9-10am, show host Warren Harding chats to Emily Stockden, CEO of the Whiskey Live Festival about the Whiskey Live Showroom ([@whiskylivesa](#)), happening in Cape Town from 18 - 20 June at The Lookout at the V&A Waterfront.



This intimate showcase of more than 100 expressions of whiskey will be hosted at one of the city's most popular venues and provides the perfect opportunity for a pre-Father's Day outing, or even Father's Day gift shopping. We find out more about the event, as well as give away some tickets and a whiskey hamper or two.



Then we shift our attention to e-commerce and chat to Nic Robertson, Head of New Business Development for Efinity. Nic believes that South Africa has lagged behind the global e-commerce curve. This is largely due to brands and retailers, misunderstanding the potential of e-commerce and the perceived complexity of running concurrent online and offline businesses; but that is a fallacy. We find out more about Efinity, a state-of-the-art e-commerce fulfilment service and look at how businesses can use the omni-retail experience to grow into the future.

We end the show by looking at purpose-driven marketing and chat to Jacqui Maroun ([@JaxTimeTraveler](#)), Head of User Experience Design at NATIVE VML ([@Native](#)). We chat to Jacqui about how purpose-driven brands are geared towards attracting customers that share its values. This approach creates real relationships, bonding and a powerful connection that's useful in doing good.

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Via Skype:* Emily Stockden and Jacqui Maroun
- *In studio:* Nic Robertson

## 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 [@BizWazza](#) 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.

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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