

14: Brand Soweto and the black diamond market

Learn more about Brand Soweto and branding, marketing and owning the black diamond market tonight, Wednesday, 7 September 2011, 6pm-7pm, on the [Bizcommunity/Chai FM Media & Marketing radio show](#), on 101.9 FM in Johannesburg and via [streaming audio](#). Tonight will also be the first show with our new permanent host, gadget-man [Toby Shapshak](#).

Tonight's lineup includes:

- in-studio guests [Toby Chance](#), MD of [Adele Lucas Promotions](#) which organises the [Soweto Festival](#), and [Pepe Marais](#) ([@pepemarais](#)), executive creative director of [Joe Public](#), will be joining Shapshak to discuss Soweto as a brand, historically and now, the economics, branding, marketing and owning of the black diamond market (who live in Soweto and spending in Hyde Park/Sandton); and guerrilla street marketing; as well as current industry news
- agency focus on Joe Public ([@joepublicagency](#)), with Marais
- the weekly news roundup will be done by [Bizcommunity](#)'s marketing manager [Warren Harding](#) ([@WazzaBiz](#)).



How to listen



Toby Shapshak, new show host for Biz Takeouts.

To get the very best highlights of marketing and media news in South Africa and Africa:

- tune your radio to community station Chai FM on **101.9 FM** in Johannesburg
- listen via **streaming audio** at [chai.fm.ndstream.net](#)

Send advance comments or questions via email (biztakeouts@bizcommunity.com), Twitter (tweet [@chai_fm](#), [@bizcommunity](#), [@SimoneBiz](#) or [@WazzaBiz](#) using the hashtag [#biztakeouts](#)), [Facebook](#) or SMS 37420.

Podcast

A [podcast](#) of the show will be available later during the week.

For more:



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