

# New social network for SA media, advertising industry

 By [Jeremy Daniel](#)

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A new online service for the media, marketing and advertising industries that combines news and analysis with social networking is just weeks away from being launched in South Africa.



Now doesn't this remind you of the [BrandsEye](#) logo?

[Squeezeback.com](#) is the name of the new niche social/business network, and it comes to the party with big ambitions, setting its sights on becoming "the go-to site for any and all media, marketing and advertising news in South Africa". It's also promising a "fresh take on social networking".

The new venture is being launched by well-known financial news and information publisher Fin24, and features veteran advertising and marketing guru Tony Koenderman, who is also a columnist on the site and its sister print brand, *FinWeek*. The social network has been developed by Blueworld, a 24.com-owned youth social network specialist and development company.

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## ABOUT JEREMY DANIEL

Jeremy Daniel is the editor of [www.memeburn.com](http://www.memeburn.com), and a firm believer in the transformative power of mobile technology for emerging markets. Jeremy has written across various media platforms for the last 10 years, from television to advertising to print before making the permanent cultural leap into online journalism. Follow him on Twitter at [@jeremytdaniel](#).

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