

15: SA's brand history, plus paying tribute to Deon du Plessis

On Biz Takeouts 6pm-7pm tonight, Wednesday, 14 September 2011, we will pay tribute to the father of tabloids in South Africa, the late Deon du Plessis, and we will also explore South Africa's history of brands and branding, plus take a look at what brands have been doing for the 2011 Rugby World Cup. Tune in to the [Bizcommunity/Chai FM Media & Marketing radio show](#) on 101.9 FM in Johannesburg and via [streaming audio](#).

Tonight's lineup includes:

- in-studio guests [Ken Preston](#), publisher of Affinity Advertising & Publishing which [recently released](#) *From Groot Constantia to Google: 1865 to 2010 - a colourful history of brands & branding in South Africa*, and [Abey Mokgwatsane \(@Abeyphonogenic\)](#), CEO of the [VWV Group](#) and regular Bizcommunity [contributor](#) and [blogger](#), will join permanent show host [Toby Shapshak \(@shapshak\)](#) to discuss SA's brand history, sports as brands and what brands do around major sporting events such as the [2011 Rugby World Cup](#), as well as current industry news
- paying tribute to [Du Plessis](#), who founded the overwhelming successful [Daily Sun](#) tabloid newspaper nine years ago
- agency focus on [Mortimer Harvey](#), with MD Andrew Mortimer
- the weekly news roundup, done by Shapshak this week



How to listen

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 [chaifm.ndstream.net](#)



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

Podcast

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

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