

137: Vehicle branding solutions, the Daily Maverick and Nic Harry

On Thursday, 25 June 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) chatted to David Ferguson, Director at Graffiti, a creative, marketing services company in the business of high impact, head-turning branding, supplying on trend indoor and outdoor solutions for the vehicle and retail industries.



David gave us an insight into the [Graffiti](#) product offering and how the company has changed over the last 11 years with offices in Johannesburg, Cape Town and Durban. We take a deeper look at the branded vehicle offering from Graffiti to see what works and the process of wrapping a vehicle and what you need to know. We also discussed retail branding, international trends and the expansion of Graffiti into Africa.

Then we were joined in studio by Styli Charalambous ([@StyliChara](#)), CEO of the Daily Maverick ([@dailymaverick](#)), to chat about the recent event, The Gathering, which happened in Johannesburg in early June. We found out more about the [Daily Maverick](#), the changes over the years, the importance of editorial and the learnings from their app. We also focussed on how local publishing models need to change and innovate in order to be profitable, and Styli's advice on what you need to know when starting out an online publishing platform.

Then last, but not least we were joined in studio by Nic Haralambous ([@nicharry](#)), founder of [www.nicharry.com](#) to chat about all things e-commerce, social media and start-up life. We spoke to Nic about the start of NicSocks.com, the growth to nicharry.com and how e-commerce has changed since Nic started. We spend some time discussing traffic drives to your site, and the importance of social media on sales and which platforms you need to be on. We also get some advice from Nic on the future of e-commerce, which might surprise you.

Have a look at Nic Haralambous' interesting article on [feeling like a fraud](#).

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#).

The news roundup:

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- [All the 2015 Cannes Lions Outdoor winners](#)
- [All the 2015 Cannes Lions Glass winners](#)
- [All the 2015 Cannes Lions Media winners](#)
- [Five steps to the perfect corporate profile](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (115MB) or [listen](#) to the podcast (63:03min).

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Date: 25 June 2015 **Length:** 63:03min **File size:** 115MB **Host:** Warren Harding



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