

07: Luxury brand survival tips; importance of supply chains, sponsorships

This week, the [Bizcommunity/Chai FM Media & Marketing radio show](#), hosted by Kevin Fine on Wednesday, 20 July 2011, 6pm-7pm on 101.9 FM in Johannesburg, included the importance of supply chains and sponsorships, and how luxury brands survived the recession. The podcast is now available.



LG executive Bronwyn Hume expounded on the importance of [supply chains](#) and [sponsorships](#) for the LG brand globally, and Christo Kruger, brand manager for [Porsche](#), told us how luxury brands survived the recession... We also got [A3 MediaTech Schedule.pdf Adobe](#) in on the act with Michael O'Neill who was at the [Mediatech Africa Expo](#) this week, plus you can hear how [Liquorice Africa](#) is creating cool digital campaigns...

The news roundup, from [Bizcommunity](#)'s marketing manager [Warren Harding \(@WazzaBiz\)](#), covered [what marketers need to know about Google+](#), [Don't be scared of Walmart, just do things right - Simon Mathers](#); [Business Day payroll move is the real deal](#); how and why to give for charity and how brands getting involved (see opinion pieces from [Amelia Jones](#), [Mike Freedman](#) and [Matt Rose](#)); and whether the [Press Freedom Commission](#) is DOA or not.

Podcast

If you missed the show, [download](#) (24.4MB) or [listen](#) to the podcast (42:33 minutes) on the Chai FM website.

Already confirmed for next week are [Craig Fleischer](#), regional director southern Africa at [Research in Motion](#) (RIM) (BlackBerry), and [Justin Spratt \(@justinspratt\)](#), the [rocking](#) CEO of [Quirk](#).

Listen every week

For your RDA of media and marketing news in South Africa and Africa, listen every Wednesday, 6pm-7pm, by

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

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