

181: Andrew Brand and Ben Wagner

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 14 July 2016, from 9-10am, show host Warren Harding is joined by Andrew Brand ([@99cbrand](#)), managing director of 99c.



Started in 2008, Ninety9cents (99c) is one of South Africa's largest independently owned full-service advertising agencies, and has also recently opened a new office in Lusaka, Zambia. Andrew joins us to chat about the agency history, why the expansion into Zambia, the agency values and what the future holds.



We're also joined in studio by Ben Wagner, partner and head of Native VML ([@Native](#)) Cape Town, to look at the anatomy of a successful campaign. We discuss what goes into successful advertising and what are the separate parts required for a good campaign.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

How to listen

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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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