

13: Break into new markets using innovative strategies

Find out how to break into new markets with innovative strategies by listening to the Biz Takeouts podcast of last week's [Bizcommunity/Chai FM Media & Marketing radio show](#), which airs every Wednesday 6pm-7pm on 101.9 FM in Johannesburg and via [streaming audio](#). [[twitterfall](#)]

Lineup



In studio on Wednesday, 31 August 2011, were [Oresti Patricios \(@orestaki\)](#), CEO of the Ornico Group, and [Urs Honegger](#), publisher/MD of Panorama Publications which is launching [Quest](#) (to be known as *Braintainment* in South Africa). They joined temporary show host [Ezra Ndwandwe](#) to discuss how to break into new markets with innovative strategies, as well as current industry news

The agency focus was on Lowe Bull Johannesburg, with MD [Sarah Dexter](#).

The news roundup, from [Bizcommunity's](#) marketing manager [Warren Harding \(@WazzaBiz\)](#), covered [Malema-mayhem and media coverage](#), the latest on the [Protection of Information Bill \(Secrecy Bill\)](#), the [bid to be the next host city for Loeries](#) and South Africa's [Best Employers for 2011](#). Harding also thanked our readers and listeners for all the [#happybiz10](#) birthday wishes.



Podcast

If you missed the show, [download](#) (44.2MB) or [listen](#) to the podcast (48.17 minutes).

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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