

120: Melissa Attree chats Brands vs Publishers

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 29 January 2015, from 9-10am, show host Warren Harding chats to Melissa Attree, Director of Content Strategy at Ogilvy CT ([@OgilvyCT](#)), and Candice Winterboer, founder of Alfa Alfa Content Generator.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Melissa Attree ([@MelAttree](#)) and Candice Winterboer
- *Discussion topics:*
 - We speak to Mel about her [#biztrends2015](#) article, [Brands vs Publishers](#), which was recently published on Bizcommunity.com ([@Bizcommunity](#)). We find out more about content, publishers and dark social.
 - Also in studio this week we host Candice Winterboer, founder of [www.alfalfacontentgenerator.com](#). We look at the company, web content, and how Candice runs her business between Switzerland and Cape Town.



How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

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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