

120: Melissa Attree on Brands vs Publishers

In the latest [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 29 January, show host Warren Harding was joined in studio by Melissa Attree ([@MelAttree](#)), Director of Content Strategy ([@OgilvyCT](#)). We spoke about Melissa's recent BizTrends 2015 article [Brands vs Publishers](#), and how smart brands are starting to work with publishers.



We talk to Mel about the idea of brands working with publishers and how brands are competing with publishers for consumers' attention. We touch on the importance of dark social and how brands can get involved on these platforms. We delve a little deeper into the idea of renting media space versus buying and building your own media properties.

We end off with Mel's approach to content strategy and the processes around building your content strategy, and also find out what Melissa sees as 2015's game changer trend.

[Check out all the BizTrends 2015 articles here.](#)

In the second half of the show we host Candice Winterboer, owner and founder of Alpha Alpha Content Generator. We talk about the company, the services offered and the approach to creating content for clients in South Africa. The current situation for the company is servicing clients in South Africa from the company base in Switzerland. We look at this and the challenges and opportunities around working remotely.

Check out www.alfalfacontentgenerator.com.

Make sure you listen to the most recent podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Back to basics communications engagement](#)
- [A purpose-filled future](#)
- [Explosive disruption for marketing](#)

- [The big online advertising trends](#)
- Featured Job: [Marketing Manager](#)

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](#) (81.2MB) or [listen](#) to the podcast (44:23min).

Episode 120: Melissa Attree On Brands vs Publishers

Date: 29 January 2015 **Length:** 44:23min **File size:** 81.2MB **Host:** Warren Harding

Bizcommunity.com's **Biz Takeouts Marketing & Media 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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