

# 128: Springleap and the newly launched Creative Insights division

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 23 April 2015, from 9-10am, show host Warren Harding is joined in studio by Springleap ([@Springleap](#)) MD and Head of Commercialisation, Trevor Wolfe, about the recent launch of Springleap's Creative Insights Division - a first of its kind, utilising the crowdsourcing model and a unique way where clients can now plug into Springleap's co-creation community as an insights platform for research and qualified feedback.

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In Studio:* Trevor Wolfe ([@trevorwolfe](#))
- *Discussion topics:*
  - We take a look back at the history and the evolution of Springleap to where it is today.
  - We look at how the Springleap Creative Insights division works and how it can help your brand.
  - We chat about Springleap also launching its first product, a monthly syndicated Trend Report covering localised perspectives on marketing and brand activity, and cultural trends.



## How to listen

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

## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto: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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