

138: Isilumko Activate and agency focus with 20Across

On Thursday, 2 July 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizWazza) chatted in studio to Lauren Durant, Director at [Isilumko Activate](#), a national brand activations business geared to help brands grow, sell more and create better relationships with their customers by interacting with them in a more meaningful way.



We spoke to Lauren to find out more about the history of Isilumko and why the move to brand activations. We spent some time chatting about the increase in brand activations to give products the chance to really engage with clients and experience the brands on a personal level, and also looked at how brands can measure the success of brand activations and what you need to know to start looking at experiential marketing. We also discussed the future of brand activations and what the trends look like right now.

Then we were joined in studio by founder and owner of [20 Across](#), Fabrizia Degli Esposti (@fabzilicious). 20 Across is a relatively new kid on the block of the agency world founded on the belief that any brand, big or small, is capable of running optimally when it delivers a consistent message across all its platforms, and when it effectively leverages its existing resources.

We chatted to Fabrizia about the rise of influencer marketing and how she is using influencers to grow brands in South Africa, and how you choose influencers, the benefits of using influencer marketing and how it can be measured. Lastly, we spoke about the content around marketing and look forward to see what the future of influencer marketing holds.

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#).

The news roundup:

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- [Customer centric innovation - the heart of sustainable business growth](#)
- [General Manager - CRM Solutions](#) 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](#) (97.5MB) or [listen](#) to the podcast (53:16min).

Episode 138: Isilumko Activate and Agency Focus with 20Across looking at Influencer marketing.

Date: 02 July 2015 **Length:** 53:16min **File size:** 97.5MB **Host:** Warren Harding





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