

87: How growing mobile technology can boost sales for retailers

Last week on the [Biz Takeouts Marketing and Media Radio show](#) we chatted to GLOO founder and CEO, Pete Case, about a recent article he wrote about how growing mobile technology can boost sales and insights for retailers. We find out more about the article, GLOO and what being innovative in the retail space can do for sales.

Then in our monthly agency focus slot we chatted to HG80 ([@_hg80](#)), a full service agency based in Cape Town. We find out more about the agency from Executive Creative Director, Duncan Wares ([@somewares](#)).

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

In studio on Thursday 24 April we hosted Pete Case, founder and CEO of digital agency GLOO, to chat about his article: How growing mobile technology can boost sales and insights for retailers.

What made you explore this topic for the story of how mobile can assist retail?

Pete Case: We are interested in how digital can affect the real life and affect people and change behaviours, especially within the retail environment. It's a very interesting space to be working in.

Do you find retailers are still resistant when looking at mobile and couponing as a marketing option?

Pete Case: I think so. It's a big project and not an easy thing to get going. It requires a systems upgrade and many technical aspects to role the couponing out. As more retailers embrace this, the more retailers will see the impact it has on sales and increased profits.

[See the article here.](#)

Also in studio on Thursday 24 April we also hosted Duncan Wares, Executive Creative Director for full service agency, HG80. We find out more about the agency, the clients they working with and the future.

What is HG80?

Duncan Wares: Well, firstly it's the chemical symbol for Mercury. We are the ex Herdboys Cape Town who started HG80. We have various departments, like clients service, creative and so on. We focus on collaboration and try to use specialist smaller companies for specific work.

What makes your agency the best agency?

Duncan Wares: We are small and adapt quickly and very client focus. We are fully BBEEE level 1 and owner managed and run on a daily basis.

Get more information on HG80 here: www.hg80.com.

Get all the other questions, answers and more by listening to this week's podcast below.

The news roundup covered:

- [Head - External Communication](#)

- [Social media: it's your problem](#)
- [Omni-channel retail, from product to customer focused](#)
- [Reviewing Facebook's capitalisation strategy](#)
- [IAB SA Bookmark Awards moved to February 2015](#)

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](#) (48.3MB) or [listen](#) to the podcast (53:43min).

Episode 87: How growing mobile technology can boost sales and insights for retailers.

Date: 24 April 2014 **Length:** 53:43min **File size:** 48.3MB **Host:** Warren Harding



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