

## 46: Agency focus - Y&R Advertising

Listen to the podcast of last week's [Biz Takeouts Marketing & Media radio show](#) which airs every Thursday 5pm-6pm, streamed live via [2oceansVibe Radio](#), to find out more about full service agency Y&R South Africa. [[twitterfall](#)]



### Lineup

In studio on Thursday, 22 November 2012, was Y&R Cape Town's business unit director, Rowena Fester ([@RowenaInCPT](#)).

She shared her views with show host and [Bizcommunity](#) marketing manager, [Warren Harding](#) ([@BizcomWazza](#)), on how Y&R Advertising started; the link to Y&R international; the current state of the advertising industry in SA; digital, traditional and full service agencies and how they fit together. Fester also discussed how Y&R Advertising measure return on investment for clients; some of the achievements of Y&R SA over the last 12 months; the current client list for Y&R in South Africa and globally; and how Y&R are planning to ensure that 2013 is a successful year.

The news roundup covered:

- [Leash tightens on SEO](#)
- [ABC Q3 figures forecast tough times](#)
- [Global Mobile Consumer Survey shows increase in mobile banking](#)
- [Real time bidding takes lead in digital advertising](#)
- [Difference between content marketing, SEO](#)

### Podcast

If you missed the show, [download](#) (42.2MB or [listen](#) to the podcast (46:10min minutes).

### Episode 46: Y&R Advertising

**Date:** 22 November 2012 **Length:** 46:10min **File size:** 42.2MB **Host:** Warren Harding

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### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
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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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