

88: Understanding key consumer trends across the African continent

Last week on the [Biz Takeouts Marketing and Media Radio show](#) we chatted to Terry Behan, MD of VWV ([@VWVGroup](#)) Africa and the Middle East to chat about his recent book called Connect with the Continent. The book looks at key insights into customer trends in Africa. We find out more about the book and what we need to know about doing business in Africa.

Then later in the show we look at Tony Koenderman's AdReview Awards. The publication, out on 22 May will rank 64 of SA's top advertising agencies and gives marketers vital information on how to choose the agency they want to work with. We chat to Tony Koenderman to find out more.

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

Via telephone on Thursday 8 May we hosted Terry Behan, MD of VWV Africa and the Middle East.



What made you decide to publish a book about doing business in Africa?

Terry Behan: Being exposed to the business in Africa, I noticed people talk about the opportunities, but don't really talk about the understanding and differences of building brands in Africa compared to the rest of the world.

Do you think Africa is the next big frontier for brands?

Terry Behan: For sure, at a macro economic view, Africa is the next big thing. Africa as one unit and one market is growing rapidly and businesses coming in now are going to reap the benefits in the future?

Listen to the podcast to hear the rest of what Terry Behan had to say about doing business and building brands in Africa.

Via telephone on Thursday 8 May we hosted Tony Koenderman, to chat about the upcoming AdReview awards.

Tony Koenderman is the founder of Tony Koenderman Media. He has been active in the advertising and media landscape throughout his journalistic career. He is a seasoned journalist who has spent most of his career writing about marketing and advertising, and he is also editor and co-publisher of Tony Koenderman's AdReview, an annual review of the current conditions and state of advertising and marketing in South Africa.

What exactly is the Tony Koenderman AdReview?

Tony Koenderman: It's a publication and awards event where we present awards to the agency of the year and various agency awards all summed up in the publication. We also look at a wrap up for the year and what has happened throughout the last year in the advertising industry.

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

The news roundup covered:

- [CEO Media24 ecommerce division](#)
- [Twitter ad sales targets SA](#)
- [New Loeries ticket packages out now](#)

- [NATIVE VML proud Finalist Award winners at New York Festivals](#)
- [Interview with BBC's Chris Davies](#)

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](#) (47.5MB) or [listen](#) to the podcast (56:03min).

Episode 88: Understanding key consumer trends across Africa

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