

Lineup for this Sunday's Media@safm show

This Sunday, 10 October 2010, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107FM nationwide, will include a replay of Loeries-winning radio and TV ads; Eye On Liezl van der Westhuizen, ex-Idols now SABC3 breakfast show Espresso co-host; measuring the brand promise vs brand delivery of KFW, winner of *The Times/Sowetan* Retail Awards; Walter Pike on the story behind Telkom Mobile's Heita campaign; Edgars Club new man's mag; the inside track on the African Experiential Marketing Summit, 20 October at Montecasino; and Mike Friedman on the Branding 4 Good seminar. Advance comments or questions can be sent to ashraf@safm.co.za or media@safm.co.za, [Twitter](#) or [Facebook](#).

For more, visit: <https://www.bizcommunity.com>