

This Sunday on Media@SAfm

This Sunday, 16 October 2011, the programme for [Ashraf Garda's](#) Media@SAfm show, 9am-11am on 104-107 FM nationwide, will include:



- a look at how [Cricket South Africa](#) can rebuild its brand reputation;
- [Clover](#)'s new positioning campaign with Laurent Marty of [Joe Public](#) and brand manager of Milk and Cheese, Sherian King;
- Lesley McDonough, from [Engen](#) and Francois de Villiers from [Draftfcb Cape Town](#) on Engen's latest TV commercial;
- a reflection on the 12th Annual Best Global Brands Report 2011 with Jeremy Sampson, group executive chairman of Interbrand Sampson, Johannesburg;
- television presenter and fashion model, Sashi Naidoo, on her work;
- Vicki Myburgh, South African Entertainment and Media leader on the [PwC](#)'s South African entertainment and media outlook;
- the final count-down to the 2011 Africa Experiential Summit with Dan Hanover and David Blythe; and
- an analysis of new research into the "Top End" of the South African market which has revealed a vastly more diverse and complex group of consumers than previously assumed.

Send advance comments or questions to ashraf@safm.co.za or media@safm.co.za, [Twitter](#) or [Facebook](#).

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