

182: AR, VR, Super Animals, Pokemon Go and NATVE VML

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 21 July 2016, from 9-10am, show host Warren Harding chats about Pokemon Go and the launch of Pick n Pay's AR app, Super Animals.



We're joined by Glenn Gillis, managing director of Sea Monster Entertainment, an animation, gaming and augmented reality business based in Cape Town. Sea Monster has delivered animated explainers, TV series, games and apps to many leading agencies, corporates and consumers in South Africa and around the world, with Pick n Pay's AR app, Super Animals being the most recent launch locally.

We are also joined in studio by Ben Wagner, partner and head of Native VML ([@Native](#)) Cape Town, to look at the anatomy of a successful campaign. We discuss what goes into successful advertising and what are the separate parts required for a good campaign. We will also touch on the recently announced news of the NATVE VML and Y&R South Africa partnership to form the VML and Y&R Africa Group.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio 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.



For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)

- Twitter Search: [#biztakeouts](#) OR "Biz Takeouts"
- Email: biztakeouts@bizcommunity.com

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