

# World Wide Creative releases exclusive interviews with speakers at the IMC Conference CPT

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The [World Wide Creative](#) (WWC) team attended the [Integrated Marketing Communication \(IMC\) Conference](#) in Cape Town from the 9th to the 10th of June hosted at the CTICC. During the course of the event, the WWC team conducted a series of exclusive interviews with some of the keynote speakers and workshop hosts from various communication disciplines.



Allowing delegates to "get actionable learning from the greatest minds in integrated marketing", the conference resonated with WWC's [Heavy Chef](#) philosophy of learning and sharing. [The interviews](#) provide key insights into the latest marketing developments and trends:

## Why Content Marketing is a Powerful Marketing Tool

Lani Carstens, the MD of John Brown Media SA, was interviewed on Content Marketing and the power of narrative as a branding and communication tool.

## What the Future Holds for Facebook in Africa

Facebook Client Partner, Aidan Baigrie, let WWC in on the next marketing tool that Facebook will be launching in Africa - one that will allow marketers to plan their strategies according to reach and frequency metrics.

## How Marketers can use Digital to Build Customer Relationships

Jonty Fisher, the MD of Bletchley Park, talks about some simple ways to close the customer-brand gap in order to "lead in leaner times".

## Survival in the Age of Digital Disruption

Workshop host, Scott Gray - the Strategic Director of Quirk, speaks about the far-reaching effects of "Digital Disruption" on the landscape of business today and the importance of driving digital innovation.

To view the videos, click [here](#).

This series of interviews represents some of the most compelling emerging trends and discourse around integrated marketing within the South African context and are well worth watching for some practical insights.

## About WWC



Founded in 2003, World Wide Creative is a digital marketing agency based in South Africa and Europe. We are driven by learning and sharing everything and anything related to digital marketing. We have forged strong partnerships with some of the most recognised brands on the globe. Delivering Strategy, Development, Campaigns and Training, we are one of the fastest growing agencies in Africa. Our philosophy? Never trust a skinny chef.

Contact us via [email](#) or telephonically, on 021 423 3519.

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