

# Ornico launches BrandLand podcast

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*Technology, brand and mobile experts weigh in as brand intelligence company premieres new online audio offering.*

Brand research company, Ornico, launched its new foray into netcasting today. The marketing intelligence podcast is called 'BrandLand' and is available free for download at Ornico's website at <http://website.ornico.co.za/category/brandland> and on iTunes at <https://itun.es/i6S93wZ>.



The monthly podcast will feature brand insights and education, and the inaugural programme is hosted by social media speaker, columnist and consultant Mongezi Mtati (@Mongezi). The program features Ornico CEO, Oresti Patricios (@Orestaki), who weighs in on megatrends, #TheFutureByDesign and his top ads. Patricios pens a regular column at MarkLives.com called [Ad Of The Week](#), and discusses Ornico's new digital annual, [#TheFutureByDesign](#) that is available free for download at [www.ornico.co.za](http://www.ornico.co.za).

BrandLand guest, Arthur Goldstuck (@art2gee), speaks about how technology will influence the future of brands. Goldstuck is the managing director of World Wide Worx and the editor in chief of [Gadget](#), the online magazine of personal technology that he founded. In the Ornico podcast, Goldstuck says the future of branding will be ruled by personal mobile devices, largely because of the massive migration in Africa from basic phones to smartphones, which he says have become more affordable and accessible.

Kali Ilunga (@kaliilunga), the founder and Chief Executive Officer of SeeSayDo, speaks to Mtati about mobile trends, and how brands can attract and engage a youth market. The show is rounded off by Lebo Motshegoa (@LeboMotshegoa), the founder and CEO of mass market research and strategy company, Foshizi, talking about field research and how context is king when doing consumer surveys.

Why has Ornico expanded its content offering from research, editorial content, and digital magazines to online audio? "The growth of podcasts has been incremental since 2008," says Oresti Patricios, the CEO of Ornico. In surveys conducted by US research firm Edison, a third of all respondents said that they had listened to a podcast. This translates to a massive estimated podcast audience on that continent of nearly 90 million," Patricios says.

The Ornico CEO adds: "The research showed that among weekly podcast listeners, which number some 27 million, an average of six podcasts were being listened to per week, and over 60% of these said they consumed 11 or more podcasts."

"We don't have the same research for Africa, but the digital downloads of our magazines and other digital material shows that people in SA and other African markets are hungry for brand insights," he says. "Podcasts are also a great way for us to add value to our customers, and to share knowledge in the marketplace with emerging brand workers," he says.

"CliffCentral has been a radical success in South Africa and beyond, and what we know about the markets we operate in - which are SA, Nigeria, Ghana and Kenya - is that radio is a strong medium. As bandwidth continues to become more accessible in Africa it only makes sense to expand our content to insightful marketing podcasts."

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