

# #ACACaresCovid19: Liquidity and the Economics of Advertising

Industry leaders Thabang Skwambane MD FCB Joburg/Hello Computer in conversation with Robbie Brozin, co-founder of global chicken empire Nando's Chickenland.

The first in a series of 12 episodes brought to you by Bizcommunity, in collaboration with the ACA (Association for Communications and Advertising), aimed at unpacking the economics and contribution of advertising to business, in a post-Covid economy, hosted by Rutendo Nyamuda.

As it has in just about every other area, the coronavirus is instigating opportunities for fast-tracked and often overdue change within the advertising, marketing and media sector.

As an endorsed protector and elevator of SA advertising, marketing and media industry interests and policies since 2002, the ACA is spearheading and making possible Bizcommunity's weekly series, acknowledging South Africa's creative marketing sector at the centre of conversations around uniting and future-proofing the economies it serves.

*Bizcommunity's industry-wide initiative for conversations around sustainable solutions to common issues facing SA's marketers and marketeers, is made possible by the Association for Communication and Advertising. Join the ACA at [www.acasa.co.za](http://www.acasa.co.za) | [www.bizcommunity.com/ACACaresCovid19](http://www.bizcommunity.com/ACACaresCovid19).*

*This interview is also available on [Youtube](#), at [BizTakeouts](#), via downloadable [PWApp](#), [Apple Podcasts](#), [Spotify](#) and [IONO.FM](#)*