

## 106: Spree partners with NEXT, Trutreprenneur & Liquorice's Loeries campaign

On the last [Biz Takeouts Marketing and Media Radio show](#), 18 September, we chatted crammed in four guests to bring you the best Marketing & Media news and insights. This week's show focused on online retail with Spree and Gert-Johan Coetzee, an entrepreneurial business focus with Trutreprenneur and the Loerie Awards with Liquorice.



We start the show by chatting to Lauren Fleiser, inspirational speaker, best selling author, business coach and founder of Trutreprenneur, a collection of products and services put together by Lauren to assist companies and entrepreneurs to align personal passion with successful business goals. The program consists of numerous elements including, networking events, books and audio programs to assist entrepreneurs in being true to yourself through your business. Lauren also hosts regular events to share thoughts and strategies on business goals versus personal goals.

Get more info on Trutreprenneur here: <http://www.trutreprenneur.com/>

Next up on the show we hosted General Manager for Spree.co.za (@spreecoza), Louna Lohann, to discuss the recently announced partnership between Spree and the UK's number one online retailer NEXT. Spree is now bringing the best UK fashion straight to the South African market with the partnership. Spree has grown rapidly since its launch a year ago and with a focus to bring the Spree shoppers the best local and international fashion, the partnership makes total sense. Louna takes us through the the reason behind the partnership, the challenges faced as well as how simple getting the best UK fashion delivered to you really is for SA shoppers. We also take a quick look at what the future holds for Spree.

Go check out Spree.co.za here: <http://www.spree.co.za/>

And the Spree and NEXT partnership here: <http://www.spree.co.za/next>

Still on the topic on online retail and Spree, we chatted to talented local designer Gert-Johan Coetzee (@gertjohan) who was also recently stocked on Spree, under the newly launched Boutique section, to find out more about what this listing means for his label, the response from the Spree shoppers and what is next for Gert-Johan Coetzee.

Go check out Gert-Johan Coetzee here: <http://www.gertjohancoetzee.com> and his label on Spree: <http://www.spree.co.za/en/gertjohancoetzee>.

Finally on this week's episode, we spoke to Liquorice (@LiquoriceOnline), a digital agency, about the 11 shortlisted campaigns the agency has for the 2014 Loerie Awards happening this week in Cape Town. We chat to Liquorice Executive Creative Director, Brian Carter, to find out more about the campaigns, the ideas behind them and what winning would mean to the agency.

Some of the Liquorice shortlisted campaigns include:

### Magnum Pink & Black

## **Sanlam Worlds Shortest CV**

## **Castle Lite ECM**

Liquorice agency site: <http://www.liquorice.co.za/>

If you missed the show, which airs every Thursday 9-10am streamed live via [2oceansVibe Radio](#), make sure you listen to this week's podcast.

## The news roundup focused on the Loeries :

- [Finalists announced for the Student, Digital and Ubuntu Loerie Awards 2014](#)
- [\[NewsMaker\] The Loerie Awards 2014](#)
- [The Loeries - where brands and creativity meet](#)
- [Designed to inspire](#)
- [The Loerie Awards: One long stick fight](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).

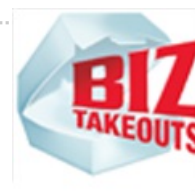
## Podcast

If you missed the show, [download](#) (105MB) or [listen](#) to the podcast (57:33min).

**Episode 106: Spree partners with NEXT UK and Lauren Fleiser chats about Trutreprenneur**

**Date:** 18 September 2014 **Length:** 57:33min **File size:** 105MB **Host:** Warren Harding

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