



# 180: Agency focus with Barbarossa Media

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 7 July 2016, from 9-10am, show host Warren Harding takes a look at content first digital agency, Barbarossa Media ([@bmcontent](#)).



Barbarossa Media creates engaging content for brands to connect to their customers in an impactful way. Founding partners Hendri Lategan, CEO, and Kyle Hauptfleisch, COO, join us in studio to look at the start of the agency, the services offered and the upward trend of content marketing. We end off the feature chatting about content measurement, the current state of content marketing in SA, the future of content and the future of the agency.

Check them out here: <http://barbarossa.media/> and read [An Introduction to Content Marketing by Barbarossa Media](#).

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](#)
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## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
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## 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.



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