

# HOW TO GET AHEAD IN

# ADVANCE

It takes creativity, fearlessness and a nose for opportunity to succeed in the highly competitive world of advertising and PR. We found six marketing hotshots who make Mzansi's best-loved brands pop.

BY ISABELLA LO

## BRIGHT SPARKY: SYLVESTER CHAUKE

Sylvester Chauke, 31, is the ad man behind the cheeky 2009 Nando's campaign that spoofed Julius Malema (at the time, Sylvester was national marketing manager for Nando's). He first got into advertising after completing his honours in marketing at the University of Johannesburg (then RAU). Sylvester cut his teeth at FCB South Africa and Ogilvy & Mather advertising agencies, working on high-profile accounts like DSTv, Unilever, SAB, Sprite and Nelson Mandela Square. He later joined MTV Networks Africa as its marketing director, before recently becoming 'chief architect' at his own company, DNA Brand Architects.

'My mission is to make wow stuff happen,' says this sparky creative, who was last year voted one of *GQ*'s 50 best-dressed men and is also one of the World Economic Forum's 'global shapers' – extraordinary young individuals with great potential for future leadership roles. With DNA he'll be consulting to advertising agencies, injecting his push-the-envelope magic into brands 'that appreciate creativity'. He's currently working on a number of contracts, including Kandi, a cosmetics and ethnic haircare label, and United Against Malaria, which aims to raise global awareness and renew worldwide commitment to ending the disease. He's also busy with a 'fashion readiness programme' – a Joburg Council-supported initiative to market local fashion designers internationally.

'I'm cautiously optimistic, but very excited about the opportunities I know are waiting for me.'

## VISIONARY EYE: VISTA KALIPA

Vista Kalipa, 31, burst onto the local marketing scene at Total Exposure PR, where he earned his spurs working on a number of Joburg Fashion Weeks – a demanding and difficult account.

Then in 2010, he took a leap of faith and launched his own company, On-Point! PR & Lifestyle Management. On-Point! hit the ground running and Vista says he's not had a single month where he's had to worry about work flow.

Among the high-profile events he handled last year were National Book Week, parts of the COP17 climate change conference in Durban, the opening of the Hugo Boss 'Red

Label' store in Sandton, David Tlale's show at Joburg Fashion Week, and singer Simphiwe Dana's Black Education Tour.

Cape Town-born Vista studied in the US between 2000 and 2006, initially completing two degrees simultaneously, in mass communications and journalism, at Simpson College in Iowa. In 2006 he was awarded his Masters in fine arts from Louisiana State University.

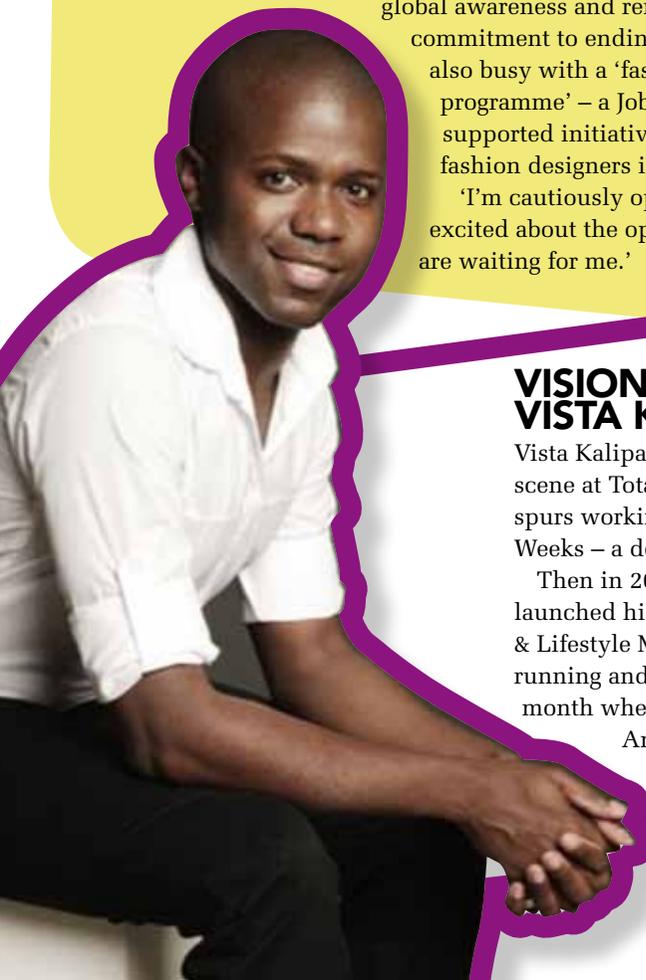
Today he works from an office in Parktown, together with business partner Paul Leisegang and two staffers. 'We do PR, television production, events, social media and YouTube. There's always more to learn in this business,' he smiles.



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# ARTISING



## BLOOMING BRAND: NOX LUTHULI

Nox Luthuli, 37, is the MD of Bloom Marketing, which operates from offices in Durban and Joburg. Nox founded Bloom eight years ago, but prior to this she was a brand custodian at Unilever, one of the largest FMCG (fast-moving consumer goods) companies in South Africa.

Nox began her career as a qualified microbiologist (she has a BSc from the University of KwaZulu-Natal), but her boss recognised her natural flair for sales, and so she started marketing some of Unilever's brands – such as Lipton, Knorr, Lux and Ponds. Nox soon noticed there was a gap in the big ad agencies' understanding of how to market brands to black communities, so she decided to fill it. In fact, when she launched Bloom Marketing in 2004, Unilever became her biggest client.

She's since done many 'brand activations' for the company; this entails bringing brands to life through live promotions in shopping malls and through the media. One of these involved taking Aromat into the townships, to be used at 120 *chisa nyamas* (braais).

Her company has a staff of 12, between the branches in Bryanston and Durban, and she jets between the cities at least once a month. 'When you love what you do, it doesn't feel like work,' she says.



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## FOSHIZI FIREBRAND: LEBO MOTSHEGOA

Lebo Motshegoa, 30, is the touchstone for trends in black communities – be they in Soweto, Rosebank or Bryanston, where he has his offices. He's the founder of Foshizi (which means 'for real'), a black consumer insights agency.

'We provide corporates with research into black trends and behaviours so they can develop targeted marketing campaigns,' he says. Among his clients are Tiger Brands, Toyota and Vodacom.

Heading up his own agency was a natural move for this young firebrand, who'd worked as an advertising creative for top agencies Saatchi & Saatchi and Ogilvy & Mather before moving to Yfm.

He's also won a coveted Loerie award for his book *Township Talk*, a dictionary of *kasi taal* or township lingo, which he began compiling while he was studying copywriting and marketing at the AAA School of Advertising. During his career he also lectured part time at AAA and set up a number of ventures, before deciding to put all those interests into one basket with the launch of Foshizi in 2004.

Foshizi engages what Lebo calls 'FBI (Foshizi Black Insight) agents', who include barmen, bouncers and waiters. 'They're the eyes and ears of our insights,' he says.

## LIMITLESS REACH: SKYE GROVE

Skye Grove, 41, manager of PR and communications for Cape Town Tourism, was recently named as South Africa's strongest online travel influencer by Klout, an online company that measures a user's influence across social networks such as Twitter and Facebook.

She joined Cape Town Tourism in January 2010, just a few months before the city was to play host to thousands of football fans attending the Fifa World Cup. Before getting into tourism, Skye studied communications at Potchefstroom University and did a postgraduate degree in perception management at the University of Cape Town, where she was later appointed as communications manager. A two-year stint in London followed, where she was head of communications for Mildmay, a Christian charity focusing on HIV/Aids care. 'I've always been issue-driven,' says Skye, 'and I've been lucky to always be dealing with content that has substance.'

Aside from social media, Skye promotes Cape Town Tourism via television, radio and print. She says the biggest challenge in marketing Cape Town Tourism is having to constantly and immediately update and respond to enquiries on social media.

'The online environment has changed the face of communication forever,' she notes.

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## EVENT PLANNER: HUDA ALI

Huda Ali, who's still in her early 20s, is director of AA Events and Media Management, an entertainment services company that handles everything from live events and ceremonies to award functions and celebrity road shows. Her company has organised some spectacularly impressive events and promotions, for clients such as Vodacom KZN, Jet Airways and Cricket South Africa, as well as for clients in the banking, travel, print media, radio, shopping and leisure sectors.

Last year, a KZN-hosted event conceptualised and executed by AA, the Friendship Celebration, won a bronze award for best international event from the Event and Entertainment Management Association.

'My team's biggest challenge lies in creating innovative content that hasn't been done before, exclusively for a project requirement,' says Huda. 'I love presenting fresh concepts and unique ideas.'

Live broadcasts are the essence of many of her events and this can be a challenge. 'The turnaround times can be really tight, and sometimes we have to deliver to timelines set out in different time zones.'

Huda has a BCom majoring in accounting science, and initially pursued a career as a chartered accountant. 'But when opportunity presented itself, I decided to invest in delivering affordable marketing solutions. My finance background helped to maximise clients' return on investment. That's what gives AA the edge.' **i**

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