



## Introducing the IAB SA Youth Action Council

The IAB SA announced its inaugural IAB SA Youth Action Council on 16<sup>th</sup> June 2020 and are thrilled to introduce each member and what they hope to learn, share and achieve within the platform and its network.

The IAB SA Youth Action Council lead and selected 11 council members provide an organising structure to increase engagement within the industry for under 30's, while bringing a fresh and different perspective to the IAB SA as a whole, by providing easier access to information and platforms of engagement, valuable collaboration with existing IAB SA Councils on deep-diving and solving existing strategic challenges, with an opportunity to "sit at the table" with seasoned industry leaders at the highest level.

We asked each of our newly selected council member's why they think the council is valuable, and what value they hope to bring to the industry through this channel.



**IAB SA Y-Council lead, [Luzuko Tena](#)** is a 27-year old Paid Social Executive at GetSmarter, a 2U Inc. brand, and our Y-Council Lead from the Friendly City of Port Elizabeth.

When asked what key challenge or gap in industry would he would like to see the IAB SA Youth Action Council solve and how he can assist to do that, Luzuko answered: "Inclusion, on all fronts and breaking down the barriers of entry, as we have come to know them, within the industry.

A large part of my role as the Council Lead will be to report to the IAB MANCO on behalf of the council. If I were to single out a way on how I can assist both, the IAB SA and the Y-Council in solving challenges and gaps, it would be to listen and make my position within the council matter through my actions".

**Nicole Adolph**, Junior Strategic Planner at Ogilvy South Africa, introduces herself as a twenty something storyteller that feeds her curiosity through reading, writing and asking too many questions. “Although fresh to the game, I’m ready to take it, question it, add to it and raise it up”.

When asked about what key challenge or gap in industry she would like to see the IAB SA Youth Action Council solve and how she can assist to do that, Nicole shared: “ When we were little, stories were told about how we could be anything we wanted to be. But nothing is easy as it seems in the stories. The tension lies in when we try to make those dreams come true. Systematic barriers have made the gap between who you are and who you want to be quite the distance. This and other barriers are why our industry isn’t where it should be (transformation, diverse creative work, etc).



Nicole adds: “It is a scary, big task, but if we aren’t scared, is it big enough? I believe that with the combination of the youth council and the seasoned leaders, we will be able to tackle this challenge by going into various schools and sharing our stories and educating on what exactly advertising and media entail, the opportunities, the different types of streams. Engage in conversations with potential investment partners that can assist in bringing the financial barrier down. Partner with various agencies to encourage more formal forms of job shadowing and internships”.



**Nosipho Maseko**, copywriter at Joe Public United, joined the Joe Public team in 2018, fresh out of Umuzi Academy, as a Copywriting Intern.

With the support and gentle nudging of the Jet team, she quickly showed that she is a creative force to be reckoned with. Her strong ideation skills came in handy for new business pitches like Maggi, Aero, Bar•One and Revlon.

She later became the head writer for Revlon. In the 2 years China has been at Joe Public, she has come into herself as a creative, winning the Social Wiz Award at the 2019 New Generation Digital Awards and the IAB Bookmarks Best Digital Youngster in 2020.

China comments: “I would like to be empowered to act as a catalyst for change in our industry, as well as being given the opportunity to help grow the digital industry. Pioneering representation.

And how do I help the IAB Youth Council pioneer representation? Well, the easy route would be to say “gimme a seat at the table and that will be solved”, but that may only be half the battle. Yes, I’ll have my seat at the table, but the problem is that it’s just one seat for representation - what about the rest of the table? Representation happens when the whole table agrees. I need to get to a table that has already reached a consensus about the importance of representation, my input at the table then comes from a place of having an insight into the under-represented and how the table can go forward in better representing that.”



**Maxinne Mboweni**, Digital Copywriter and Content Strat at **Digitas Liquorice** is passionate about challenging the culturally restrictive mono-culture that exists in agencies today that oftentimes stifles the growth of young black professionals.

Besides copywriting, Maxinne is a UCT BA Honours Political Communications graduate passionate about digital strategy in emerging markets.

When asked what key challenge or gap in industry she would like to see the IAB SA Youth Action Council solve, Maxinne shared: "Make entering the ad industry easier for (black) POC. Challenge the industry to come up with measurable quantitative ways to increase black representation in the industry. Career mentorship for black creatives, help agencies not only hire more black creatives but also make more of an effort to connect with them. Mental health support for black creatives". Maxinne further comments: "I can assist this by pushing for Anti-Bias training and by sharing my own personal experience".



**Gregory Leigh Booysen**, Art Director at **King James**: "I might be young, but I punch above my weight category."

In 2015 I graduated with the title of the most awarded student at the Loeries. This allowed me to earn a permanent position at my agency of choice. I've been working at King James since 2016 as a multi-disciplined art director.

My talents lay in conceptual thinking and I have a strong passion for craft. In the past 5 years, I've had experience working in a leading role on everything from large integrated and digitally driven campaigns to viral stunts whilst picking up a few awards along the way. Last year I was awarded young creative of the year at the Loerie Awards".

When asked what key challenge or gap in industry he would like to see the IAB SA Youth Action Council solve, Gregory comments: "Our country suffers from a massive talent leak from young creatives leaving the advertising industry."

There are a number of reasons for this such as colleges needing to better bridge the gap between study and real work experience and agencies needing to better integrate younger creatives into the business and invest in them. I believe that conducting talks at colleges to help bridge the gap mentally on how real agency life is and provide valuable key lessons learnt on how to thrive will help to close this gap. And with the collaborative force of the youth council to conduct research into which agencies young creative thrive in and uncover the mechanics behind that success for other agencies to adopt is another key solution I have in mind."

**Lesego Thomas, Digital Strategist at VMLY&R** is a brand strategist who's driven by the power and potential brands have to improve the world and continuously uplift those that reside in it; in terms of their outlooks, beliefs, experiences, and quality of life.

Lesego believes the challenge in our industry is how to reconfigure the creative capabilities in the advertising industry to meet the ever-evolving needs and demands of clients, so as to justify the value we add to their businesses?

How can Lesego help the IAB SA and the Y-Council to achieve this? " Lesego answers: "Leverage my experience as a strategist and bank of insights to develop the necessary solutions".



**Terrique Alie, Digital Marketing Exec at Portal Publishing** introduces herself as: "Born in Cape Town, I love my city and am proudly South African. I am firstly African. But I am also a woman. I am young. I am enthusiastic, creative and passionate. I am most passionate about coaching and mentoring young people and being part of alleviating poverty in our society.

I hold many titles, namely digital marketer, writer, brand strategist and small business owner. However, I do not limit myself to these titles. I am passionate about life and living my purpose here and now."

When asked what value Terrique would like to gain from the IAB SA Youth Action Council, she shared: "I value relationships and look forward to seeing the difference and impact the IAB SA Youth Action Council brings to building strong digital communities across the African continent. Together, we can do more. "*I am because we are*" as the saying goes.

Likewise, marketing and advertising agencies exist because of common needs in the public and private sectors. Key challenges which the IAB SA Youth Action Council must address across 2020-2030 as partners of digital transformation are creating a highly skilled nation, job creation, increased productivity, sustainable futures for the youth of tomorrow, good governance, celebrating the renaissance of Africa, gender equity, empowering our children and youth, global collaboration and sustainable digital and advertising models.

I will share my expertise and experience with aspiring creatives to co-create new ideas and to provide thought provoking insights into the immediate challenges facing us today. In addition, we will work together on common platforms to generate sustainable strategies that will enable the industry to be design leaders on the global arena."



**Brendan Zietsman, Digital Marketing & Media Manager at FNB South Africa** shares: “I am a young, passionate digital marketer that is absolutely intrigued by delivering solutions that are based on key data findings, mixed with human behaviour. These solutions, I hope, will make a difference to people’s lives, and once that is achieved, I will know I have done a great job. I believe the industry we are in has accumulated creative souls that have come from all backgrounds and specialisations, which helps improve our understanding of the world around us. It is this vast knowledge that we hold that can make a difference in this world.



Many people have been deterred by the actions of others in this industry and specific initiatives / forums such as this one should look to assist and uplift the talent that comes in. I believe I can help close this gap by bringing my knowledge and expertise from being on both sides of the curtain, client & agency.

I would like to ensure that the future members of the industry are protected and developed to their full potential. We know and understand that there are other like-minded individuals out there, it is just a case of bringing them together to ensure that their voices can be amplified.”



**Amy Hurle-Hill, Sales Executive and Account Manager at Arena Holdings** shares: “I am a woman full of passion and enthusiasm for the media industry, with over 4-years’ worth of experience as a sales executive and account manager in digital advertising.

I pride myself on building strong relationships with my clients and colleagues, giving 100% of myself in everything I do. I strive to continuously learn and grow in all areas of my life, to help others and to always be kind. Amy includes: “I would like to see the gap between the different parts of the ecosystem diminish, so that we can all work together to achieve the same common goal at the end of the day. To build stronger relationships between brands, media agencies, creative agencies and publishers in order to pave the way for new people starting out within the industry.

I am able to assist through imparting my expertise, knowledge and understanding from a media owner's perspective; through my eagerness to create change, to help others and leave a legacy behind. To work as a collective to help solve challenges where possible, and to create a road map for the future.”

**Tshegofatso Phetlhe**, Art Director at **M&C Saatchi Abel Johannesburg**, was born & raised in Johannesburg South. Studied Art Direction & Graphic Design & Post Grad in Marketing & communications in Cape Town @ Red & Yellow Works at M&C Saatchi Abel Johannesburg as an Art Director.

Tshegofatso identifies the challenge of transformation being on everyone's agenda and not only that of the minority and that sparking the relevant dialogue with the right individuals and holding everyone accountable through consistency will help close the gap and includes: "Change doesn't happen not because people don't want to, but because they don't stick at it."



**Ruddy Gatare**, Brand Strategy at **Machine\_** is a strategist with a passion for innovation and creativity. Ruddy comments: "I began my career in project management, moved on to strategy with a brief period in account management. An understanding of how all the departments work together and independently, has been an integral part of my ability to add value".

Ruddy continues: "Now more than ever before, we're moving towards a truly digitally run economy end to end, this will leave a considerable number of South Africans behind who don't have access to digital platforms. Our challenge to solve is how to market to them, sell to them and let them have the same access enjoyed by the digitally connected South Africa. This turning point around solving the above challenge, is something we're already working on at FNB with new campaigns coming in, with numerous insights and platforms

I'd like to collaborate with other council members as a collective on the right approach to expand and disseminate our points of view on this challenge to the industry at large".

**Melissa Kariuki**, is an Associate Product Marketing Manager at Google. Her focus is empowering SMBs in South Africa through Google Products.

Melissa graduated from the African Leadership University with a First Class Honours. Her dissertation focused on Marketing for emerging markets was awarded Best Dissertation.

Prior to graduating, Melissa worked across 3 continents completing over 10 internships with companies including Bain & Company, The Gates Foundation, H&M, INSEAD and Google Ireland. She is passionate about empowering SMBs and driving Africa forward.

Melissa shares: “The key challenge that I would like to see the IAB SA Youth Action Council solve in the industry is that of 'unstereotyping' the media and driving diverse representation.



Media has the unique ability to influence the public and intentional efforts are required to ensure that the industry promotes inclusivity. I can conceptualise and execute an action-driven approach that challenges and incentivises media houses to prioritise and improve representation in the media. This ranges from media released to the public to the internal teams working at the media houses. I can co-build a set of representation standards which empower them to act. Furthermore, I can initiate a partnership with the UN and to further drive their 'unstereotype' initiatives with the Youth Action Council.”

Luzuko Tena comments “We hope that the formation of the Y-Council will act as a catalyst for widespread change in thoughts and behaviours within the industry when it comes to how diversity and inclusion are looked at. We recognise as a council that, as much as we're here to increase accountability from the top-down, we will also be held accountable by our millennial peers on how we use the platform we've been given.”

*The process to nominate industry leaders, across the various stakeholder sets, relevant to this marketing speciality, commenced in May 2020 with an invite to the IAB SA member and subscriber base alongside social media notifications. The current council was announced on 16 June 2020. There will be a second nomination process in September, before the IAB SA AGM in October 2020 to build on the work the council has achieved to date. To join the IAB SA communication list to hear more about other industry committees, events and reports, please subscribe here: [www.iabsa.net/newsletter\\_subscribe](http://www.iabsa.net/newsletter_subscribe).*