

# ROCKSTAR WRITER

LAV NANDLALL

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ABILITY TO ADAPT  
IN ANY ENVIRONMENT, SYSTEM,  
PROCESS AND PROCEDURE

AUTHOR OF CHILDREN'S  
BOOK DON'T FEAR THE DARK

EXCELLENT GRASP  
OF THE ENGLISH  
LANGUAGE WITH A  
STRONG FOCUS  
ON GRAMMAR AND  
SPELLING

PUBLIC RELATIONS  
LICENSED DRIVER  
SOCIAL MEDIA  
WRITER

#01

VOLUNTEER AT  
NGO GROUP FOOD  
NOT BOMBS

MONITOR  
MARKET  
ANALYSIS  
AND  
CARRY-OUT  
RESEARCH

FLEXIBLE INDEPENDENT  
WORKER THAT CAN PUT  
IN THE HOURS AND FOCUS  
UNDER PRESSURE

CREATIVITY, PASSION AND OPEN  
TO IDEAS THAT ARE OUT  
OF THE NORM

TRAVELLER, MUSIC-OBSSESSED,  
AND MAKES DELICIOUS  
CUPS OF TEA

EASILY CURATE  
RELEVANT CONTENT, PLAN,  
IMPLEMENT AND MANAGE  
SOCIAL MEDIA CAMPAIGNS.  
ASSIST, MONITOR AND ENGAGE  
ON VARIOUS PLATFORMS

FREELANCE WRITER FOR MUSIC WEBSITES AND MAGAZINES (2009 - CURRENT), EDITOR FOR CANADIAN-BASED MUSIC WEBSITE  
PURE GRAIN AUDIO (2018 - CURRENT), WORDSMITH FOR HEAT MAGAZINE (2014 - 2015) AND SCRIBE AT TVPLUS MAGAZINE (2015 - 2017)  
SOCIAL MEDIA MANAGER FOR BRIGHTROCK (2017 - 2020) ACTING MARKETING DIRECTOR FOR ORDER OF ST JOHN (2020 - 2021)

@LAVNANDLALL

@METALDUCHESS

WWW.BEBEMETAL.COM

# Hello

My name is Lav

I wanted to be a rock star but couldn't play any musical instruments or sing. So, I decided to **write** about the rock stars instead. Lucky for me, I can play with words and eloquently rearrange my tone of voice as a journalist, author, copywriter and strategist.

This is my journalism, authorship, copywriting & strategy highlight reel.

# JOURNALISM

Involved in researching, writing, editing, interviewing, proofreading, publishing in print copy and digital copy.





# Kroonprins gebore

Susan is gereed om haar plig as vrou na te kom, maar dis nie 'n maklike taak nie.

**Muvhango**  
Weeksdae SABC2 (19:20-21:00)

Susan Mahumela Mahahlo begin op Woensdag 26 April kraam en die ses maalk is haar nie werens al haar Augustus 2016 gewaarlik. In hulba kan haar dood beteken. Maar Susan is nie bang om haar plig as hoonfame Azwandini (Gabriel Frensdani) te verry na te kom nie deur vir die Thuthe-hoof 'n erfgenamte vir sy trou te gee.

**KLAMANTJE**  
Mahumela 26 vanneer haar karakter op Woensdag 26 April begin kraam, FRAK gink riskant en die kongressus FRAK Jannemans. Susan is so bang om die lewe te slaak, want sy is vreebete- wanger vir sy dood. Maar Susan hoop die vreebete-wanger met Azwandini en die kongressus te sien. Multimil- (Muhombani) (Tshani), in Desember 2017, haar opges het, sal haar lewe. Die hoonfame het Susan en haar lewe hoonfame toe 'n ernstig lewe, wat sy diepste doen waanneer 'n babu gebore word? Susan is hoonfame, want sy dra die hoonfame- ding en die dag het sy dit gelyk het en 'n hoonfame in haar goud. Dis het hoonfame en dien is 'n belofte dat

# Farewell to You

TVPlus Magazine was printed both in English and Afrikaans, so we had to know both languages even though we had translators and transcribers on hand.

Missed your favourites show again? Can't wait to see the new season of Orange Is the New Black but have to wait until it's aired as a TV? The good news is that the online movie and TV series streaming service, Netflix, will be launching in South Africa before the end of 2016. The bad news is that there are no commercials on Netflix, and the best news is we can all watch awesome Netflix shows at the same time as they're released in the States and Europe - which means no POMO and no spoilers! Get ready to see all the latest seasons of your fave shows like House Of Cards, Lilyhammer, Marco Polo and Daredevil as well as loads of other series that have not yet been aired in South Africa. There's a whole library of movies to choose from, too. New we just have to wait for the official launch date to be announced, but we're already totally excited, and we're anticipating massive Netflix additions in the near future!

## Muvhango

## Lifestyle



**SABC2** Weekdae 21:00  
Weeksdae 21:00  
Vrydae 21:00

### VERLEDE KEER

Vou! het saam met sy ma, Thandazi, by Rasidi begin werk. Nonyo het gewonder om Puka in verhooflike kontrole te slaak, en Mahumela is nie deel van KK se reuse plan nie.

**HALLOWEEN**  
Azwandini weier om seftig te dink iets sleg kan met sy vrou gebeur, en Mahumela dink by 'n ontentiging. "Azwandini het baie vertoer in die halloweën en is seker alles gaan goed afloop," sê sy. Al aan 'n ykren nie die gebore nie, is hulle bewys van Susan se vrees, wat op Donderdag 27 April ongelooflik blyk te wees. "Dis 'n seun en Susan is gelukkig, soos almal in die kongressus. Susan het dit oerleef en daar is 'n vortige erfgenamte vir die kongressus trou," voeg Mahumela by.

### SLAPLOSE NAGTE

Susan en haar seun kom op Vrydag 28 April suk, maar het vreebete-wanger kom nie al uit suk, want sy is vreebete-wanger vir sy dood. Maar Susan hoop die vreebete-wanger met Azwandini en die kongressus te sien. Multimil- (Muhombani) (Tshani), in Desember 2017, haar opges het, sal haar lewe. Die hoonfame het Susan en haar lewe hoonfame toe 'n ernstig lewe, wat sy diepste doen waanneer 'n babu gebore word? Susan is hoonfame, want sy dra die hoonfame- ding en die dag het sy dit gelyk het en 'n hoonfame in haar goud. Dis het hoonfame en dien is 'n belofte dat



# Farewell to You

SA says goodbye to our longest-running talk show

# COMING TO A THEATRE NEAR YOU

Missed your favourites show again? Can't wait to see the new season of Orange Is the New Black but have to wait until it's aired as a TV? The good news is that the online movie and TV series streaming service, Netflix, will be launching in South Africa before the end of 2016. The bad news is that there are no commercials on Netflix, and the best news is we can all watch awesome Netflix shows at the same time as they're released in the States and Europe - which means no POMO and no spoilers! Get ready to see all the latest seasons of your fave shows like House Of Cards, Lilyhammer, Marco Polo and Daredevil as well as loads of other series that have not yet been aired in South Africa. There's a whole library of movies to choose from, too. New we just have to wait for the official launch date to be announced, but we're already totally excited, and we're anticipating massive Netflix additions in the near future!

### 3Talk

Weekdays SABC3 16:00

For a woman who's made a career of getting people to open up, her talkshow 3Talk (2003-12) is ironically rather private about her own life. The 48-year-old presenter has managed to get the limelight for most of her career, but her own life is not that of a showbiz star. The decision to move to a talkshow in this year that she's been in the country's longest-running. The rumour mill limo into overdrive, with many who she had been fired. But that's not true - she's not that's not true and ready to go from TV. "At the end of 2013, the decision to move to a talkshow that once I got bored, it's time for me to leave. I'm tired, then I'm sure the viewers must be tired after seeing the same thing for 12 years," she tells us from the 3Talk set in Randburg, Joburg.



Noelene had a lot of guests on her show, but her favourite was her sister, Siphiso Ndaba.

When she's still a toughy subject. "When South Africans are given a chance to make a difference, they are offered an international star or sponsored to acknowledge their own success at changing lives. It's unfair."

**WHEN THE GOING GETS TOUGH**  
After the 2016-2017 season for her final show on Monday 20 April, she admits that there were moments the worst of all. "There have been really challenging shows and there are many shows that will remember because of technical difficulties, a particular guest that never it. I regret doing many shows, I'll never interview and I'll not be there people that interviewed and that the show, I regret. Never again!" While Noelene refuses to spill about all guests who have liked her, she doesn't hold back on any international stars. "The biggest bigger the star, the more they are. The worst international show was Singsong-winger! Jascha Richter from Michael Learns To Rock. I had this thing about him, maybe a programme or ego, but he did give me a lot of technical problems." 3Talk's senior producer Joanne Lurie concurs, saying that "Will Young was quite awkward. We had many guests who were difficult. They switched off their phones, never to be heard from again. It was a challenge but we got through it."

**THE LINE UP**  
A collection of the challenges that Noelene has faced over the years. "I remember when a TV critic called her 'the most hated woman in 2006' after she asked why

# TVPlus Magazine was all about television. We spoke to actors, TV personalities, got the scoop on what's coming up in your fav series or soaps PLUS we got to experience what's happening behind-the-scenes.

Other things coming if he thinks his days of lazing on the couch have arrived in Kevin Can Wait.

## Kevin Can Wait

Kevin Can Wait (2011-2020)  
Weekdays (from 34 May) 19:01-20:00

James is famous for three things in TV, playing lazy characters, playing cool characters, and liking beer. The comedian has joined all three for his new Kevin Can Wait (2016-current) series. "It's a tough time with his new life at home, but he's not alone!

It won't be a replacement though, I've been working since I was 16, so I've done my time. Don't be farwell mean that the appetite for local talkshows has diminished." The future looks good for other talkshows and there is certainly a market for it in South Africa. We have a lot of unique talent that can carry out a live broadcast. And would really like to see another male or female doing a daily talkshow exploring different issues and making a difference for more than 12 years."

## MEET YOUR SOUTH AFRICAN

While Noelene insists that her departure isn't because of 3Talk's declining ratings over the years, she prefers to keep the focus on the fact that she's had 12 years to entertain and inform the country on an almost daily basis. "All I can say is thank you. It's been great and I hope my work has helped or aided someone out there."

## STALK BY THE NUMBERS

- 16 years on television is a long time, but that's not the only cool statistic the show's racked up.
- 10,000+ guests appeared on the show during the show's 12-year run.
- 7,000+ viewers called into the show with questions, opinions and their prizes.
- 300+ shows were dedicated to their guest chefs and kitchen whizzes.
- 7+ the number of times the set has changed decor and colour.
- 2,618 items were covered by 3Talk in 2007 and 2011.
- 3,250+ hours that Noelene spent in the make-up chair. "I won't make that up for the show."
- 19+ show members were employed to make sure that the show's broadcast went smoothly. TV



# Kevin Can Wait

Kevin Can Wait (2016-current) series. "It's a tough time with his new life at home, but he's not alone! a sweetspot with the live audience. I thought it was crazy to film in Long Island [New York] but it adds to the authenticity." The actor, who's best known as lovable but bumbling Doug Heffernan in comedy The King Of Queens (1998-2007), plays newly retired cop Kevin Garble, who's having a tough time with his new life at home. And he's not alone!



# Kevin Can Wait

Kevin Can Wait (2016-current) series. "It's a tough time with his new life at home, but he's not alone!

Kevin Can Wait (2016-current) series. "It's a tough time with his new life at home, but he's not alone!

## KEVIN'S NEW CREW



Kevin Can Wait (2016-current) series. "It's a tough time with his new life at home, but he's not alone!

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Kevin Can Wait (2016-current) series. "It's a tough time with his new life at home, but he's not alone!

Long-suffering wife Dianne (Erin Hayes, Melanie in sitcom Worst Week, 2009) is caught out in episode 2 (31 May) when Kevin realises that while he's been at work, she's been moving his "junk" into the attic. Eldest daughter Kendra (Taylor Spreitzer, Mia on soapsie Days Of Our Lives in 2009 and 2010) drops a bombshell in episode 1: she's drop-pig out of high school for work; her geeky app developer boyfriend. Middle-child Jack (James DiGiacomo) doesn't have a lot of friends and he has even fewer after episode 6 (28 July) when Kevin and Donna sabotage his new friendship because they hate the other by's parents. And youngest offspring Sara (Mary-Charles Jones) might be tiny, but boy does she pack a punch! She's got anger issues that even a hardened cop like Kevin isn't sure how to handle. TV

# AUTHOR

Involved in creating, writing, co-editing, layout, proofreading, publishing in print copy and digital copy.



In 2018, I independently printed and published a children's book titled *Don't Fear The Dark Vol. 1*. The book illustrates the birth of heavy metal music from the Black Sabbath era until present in a *chibi* animation style with a Dr. Seuss-esque lyrical format. The book went on to sell just over 600 copies locally and globally.

# SOCIAL MEDIA MANAGER

Involved in paid and organic media, community management, wordpress publishing, monthly media reporting and creating content calendars.

**BrightRock - Love Change**  
April 3, 2018 · 🌐

COMPETITION CLOSED! Watch this week's episode of Change Coaches R Us at <https://bit.ly/2q0RzbH> and stand a chance to win 1 GB data! In this episode of Change Coaches R Us Coach Dalin Oliver and ex-pro rugby player Conrad Jantjes went Clay Pigeon Shooting. What does the gun remind Conrad about?

- 1) All Blacks
- 2) Sharks
- 3) Lions
- 4) Rebels

Share the correct answer in the comments section below. T&C's apply.  
Competition closes on: 10 April 2018  
#LoveChange

**BrightRock Players Choice Awards**  
November 19, 2019 · 🌐

The day has arrived! It's the BrightRock Players Choice Awards 2019! Don't miss out on the action tonight!

You can livestream the event by using the link in the bio from 19:00-20:00 on @sport24\_sa, @supersporttv & @BrightRockZA  
#BRPlayersChoice

**BRIGHTROCK** MyPlayers  
THE RUGBY PLAYERS ORGANIZATION

#LoveRugby #LoveChange Celebrate

**BrightRock Players Choice Awards**  
November 19, 2019 · 🌐

Congratulations yet again @cheslin15! You've played the bounce and earned the 2019 #LoveChange Award. #BRPlayersChoice #BRPlayersChoiceAwards #LoveChange #loverugby

**Winner!**  
THE #LoveChange AWARD  
#LoveRugby #LoveChange Celebrate

**BrightRock - Love Change**  
June 16, 2019 · 🌐

With Father's Day and Youth Day falling on the same day this year, here's a reflection on th...  
moving reflection by Sean O'Connell

Being a father means being given permission to be a child all over again  
With Father's Day and Youth Day falling on the same day this year, here's a reflection on th...

👍👍👍 You and 17 others · 3 shares

Like Comment Send Share

As you can tell, a lot of the content for BrightRock centred around rugby. As the official sponsor of the WP team, it was important to drive awareness to the brand.

**BrightRock - Love Change**  
June 20, 2019 · 🌐

No introduction needed for Siya Kolisi who shares more about how his bestie Nicholas influenced him in life and in rugby!  
#LoveChange #Playthebounce

15 / 6:22

BrightRock sent me to Vega School for an upskill course in social media management where I passed with 78% in 2018/19.

You and 502 others · 23 comments · 82 shares

Like Share

COPYWRITING

# CAMPAIGNS

Involved in brainstorming, concept creation, scripting, storyboarding, social media copy, website copy, print copy and award entry copy

# THE SOUND OF HIGHBALL

World Music Day Concept

KEEP WALKING



JOHNNIE WALKER

KEEP WALKING



JOHNNIE WALKER

KEEP WALKING





Why World Music Day?

# SOUND OF HIGHBALL

Our Johnnie Walker Highball is incredibly visceral; evoking excitement, intrigue, curiosity and thirst.

To celebrate the visceral, Johnnie Walker is blending a collection of ‘beats’ to highlight the sound of creating a Highball and releasing it on World Music Day.

From the clink of ice cubes, swirl of Johnnie Walker and drop of a lemon wedge - the established iconic brand isn’t just creating a unique Johnnie Walker Highball jingle but it’s own sound ID for whisky.

Producing these beats adds to the brand’s character as well as educating our audience around the Highball occasion.





Soundscape

# PROMPTING A VISCERAL BEAT

## Have you heard the sound of a Highball?

From the clink of ice cubes, swirl of the Johnnie Walker and drop of the lemon wedge - we want you to experience the visceral beat of a Highball.

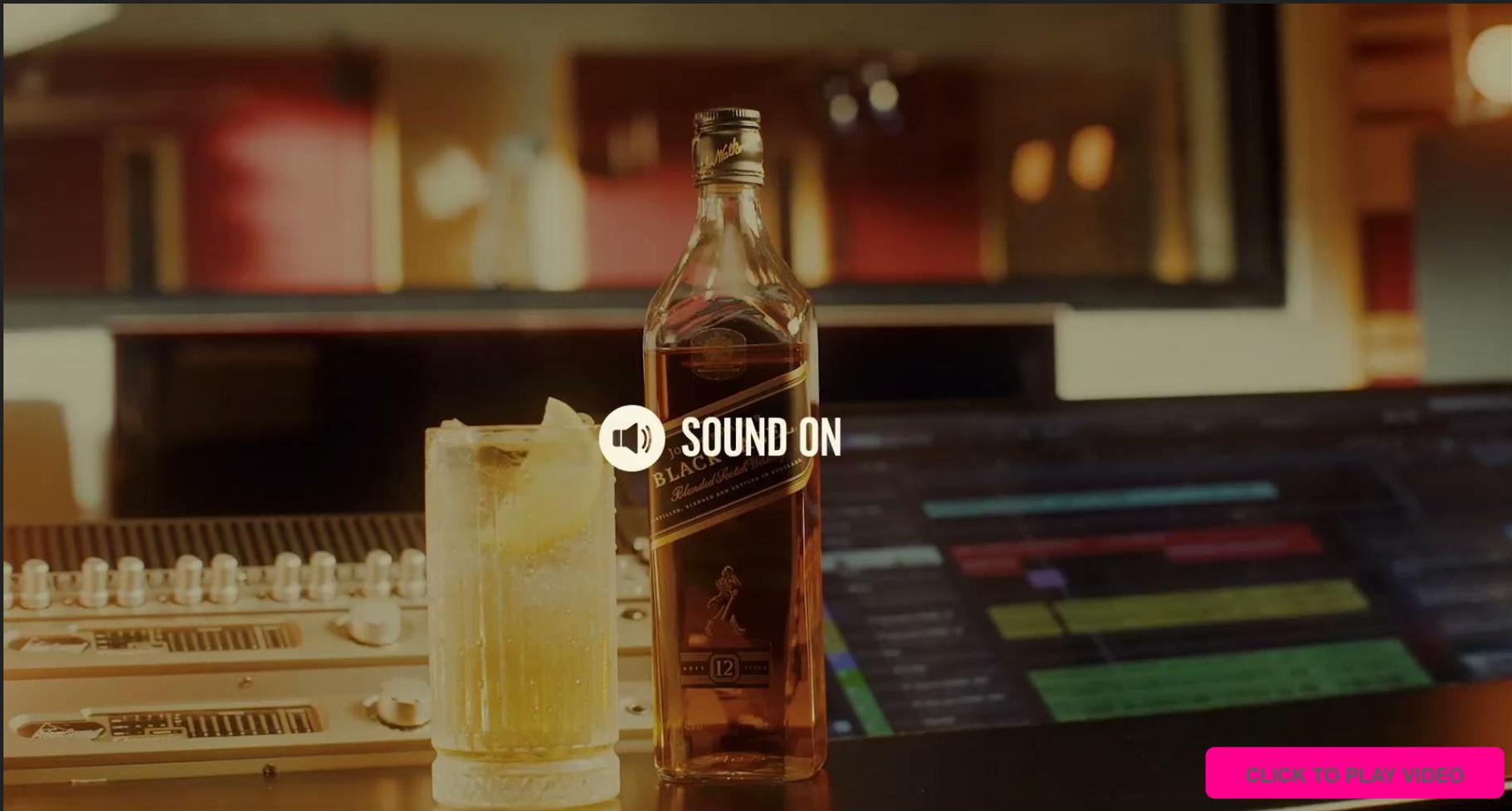
### Let's break it down into 11 beats:

1. **Knock** of the Highball glass on the counter.
2. **Clink** of ice cubes in the Highball glass all the way to the brim.
3. **Twist** of the Johnnie Walker bottle cap.
4. **Splash** of the Johnnie Walker.
5. **Fizz** of the white lemonade being poured as a top up.
6. **Swish** as the liquid is given a stir.
7. **Crackle** of the ice in the Highball glass.
8. **Slice** of the lemon on the cutting board.
9. **Drop** of the lemon wedge in the Highball glass.
10. **Swirl** of ice cubes and liquid in the glass as the Highball is being picked up.
11. **Ting** of the Highball glass as it is being lifted for a cheers.

We purposefully blend together the beats that have caught our eye **[and ear]** along the Highball journey.

We're taking the beats up to 11!





SOUND ON

[CLICK TO PLAY VIDEO](#)

JOHNNIE WALKER

**KEEP WALKING**  
**AFRICA TOP 30**

**BOLD STEPS, BIG PURPOSE**

POWERED BY



Confidential

JOHNNIE WALKER

The image features a large, stylized orange 'X' shape centered on a dark grey background. The 'X' is formed by thick, dark grey lines that create a sense of depth and shadow. In the bottom right corner, there is a bright pink rectangular button with rounded corners. The button contains the text 'CLICK TO PLAY VIDEO' in a white, sans-serif font.

CLICK TO PLAY VIDEO

# FAITES PREUVE D'AUDACE EN 2023 COMME AFRICA TOP 30



VOICI CE QUE NOUS AVONS  
APPRIS DES CRÉATEURS DE  
LA NOUVELLE GÉNÉRATION  
EN AFRIQUE FRANCOPHONE.

Lorsqu'il s'agit de raconter des histoires passionnantes, la marque de whisky primée Johnnie Walker le fait mieux et avec audace. Au début de l'année 2022, Johnnie Walker, en collaboration avec Trace Africa, a entrepris de trouver les 30 meilleurs créateurs africains de la prochaine génération dans les domaines de la musique, de la mode, de l'art, des médias et du cinéma. Ces créateurs sont ceux qui défient le statu quo, repoussent les limites, et brisent les barrières. Leurs succès ont contribué à l'économie africaine. Que pouvons-nous apprendre des créateurs de cette nouvelle génération d'Afrique francophone et comment leurs histoires peuvent influencer nos objectifs pour 2023 ? Découvrons-le...

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PROFITEZ DAVANTAGE  
DE LA VIE

La vie est faite de plaisirs à savourer sans relâche. C'est la philosophie de Yannick Benoit Anyouzo alias Fidjili, originaire du Cameroun. Ce journaliste indépendant et rappeur est l'une des rares personnalités des médias camerounais à proposer au public des interviews sans tabou et sans compromis dans les secteurs de la musique, des arts et du divertissement. Comme le déclare Fidjili, "Osons, créons, proposons, attendons, travaillons sans relâche, échouons mais continuons à apprendre de nos propres erreurs, combinons tous nos efforts car demain c'est nous et demain c'est aujourd'hui et maintenant."

La leçon à en tirer ? Osez créer et soyez authentique en le faisant.

PROFITEZ DE L'EXPÉRIENCE

Quand on a du talent, il faut le célébrer et profiter de l'expérience. L'extraordinaire rappeur, chanteur et compositeur ivoirien Didi B n'est pas la seule personne talentueuse de sa famille. Sa jeune sœur, Yilim, monte dans les hit-parades. Ambassadrice du style de vie abidjanais, Yilim a commencé comme danseuse et a créé le groupe musical Nafasi Duo avant de se lancer en solo en 2020. En tant que musicienne solo, Yilim a sorti un titre intitulé Do not be discouraged, qui inspire l'auditeur à ne pas abandonner dans les moments difficiles et à rester concentré sur l'objectif tout en célébrant les petites victoires en cours de route. La leçon à en tirer ? Aller de l'avant et profiter du voyage.

CONTINUEZ DE MARCHER

La vie est faite de hauts et de bas, mais le plus important est de savoir se relever après chaque défi. Toutes les personnes appartenant



au top 30 des créateurs africains ont été confrontés à des obstacles sur leur chemin. Ces défis allaient du manque de financement au manque de représentation. Cependant, leur détermination et leur volonté ont permis de les rendre inarrêtables. Comme si bien dit le cinéaste camerounais Kang Quintus, "soyez capable de rester concentré et croyez en votre créativité."

La leçon à en tirer ? Continuez à y croire. Persévérez. Avancez.



Pour en savoir plus sur les créateurs du Top 30 de Keep Walking Africa, rendez-vous sur [AFRICATOP30.TRACE.TV](https://www.africatop30.trace.tv)



Logo de Bonart  
Illustration Par Africa, Illustration AFRI,  
www.keg, www.trace.tv et @japanee

# DES PAS AUDACIEUX, UN GRAND OBJECTIF

RENCONTREZ LES CRÉATEURS  
DE LA NOUVELLE GÉNÉRATION  
QUI SONT LES FUTURS LEADERS,  
PORTE-PAROLE ET  
SUCCESSEURS DE L'AFRIQUE.



Cette histoire commence en 1920 avec un garçon de ferme dans une petite ville d'Écosse. Il se prénomme John Walker. Il n'avait pas beaucoup de ressources matérielles, mais il avait une étincelle dans les yeux, une passion débordante et un esprit innovateur. Il voulait être un grand homme d'affaires et pour se lancer dans cette aventure, il vendit la ferme de son père et y ouvrit une épicerie. Une fois cela accompli, il a vu l'opportunité de créer et de mettre en bouteille un mélange unique de whisky pour le vendre à ses clients. Au fil des ans, le petit hobby de John dans l'arrière-boutique s'est transformé en une gigantesque distillerie écossaise et il commença le voyage avec ses fils pour créer ce que nous connaissons aujourd'hui comme l'émblématique Johnnie Walker.

Aujourd'hui encore, le scotch whisky a primé Johnnie Walker recherche activement et célèbre ceux dont l'esprit ne recule jamais. Johnnie Walker, en collaboration avec Trace Africa, a commencé son voyage au début de l'année pour trouver les 30 meilleurs créateurs africains de la prochaine génération dans les domaines de la musique, de la mode, de l'art, des médias et du cinéma. Ces créateurs sont des ambitieux, ceux qui défient le statu quo et repoussent les limites de ce qui pourrait être. Allons à la rencontre de ceux qui continuent à marcher.



De Kinshasa et Maputo à Addis et Abidjan, ces créateurs ont fait avancer leur carrière en disant "oui" aux opportunités qui se présentaient à eux. Pour beaucoup d'entre eux, la décision de faire le premier pas a été prise.

Une fois ce premier pas franchi, tout le reste se met en place. Pour l'ivoirienne Lafalaise Dion, créatrice de mode, cela a commencé par une vocation créative et le choix de suivre cette voie. Lafalaise utilise des cauris pour créer des bijoux complexes, mais ce sont plus que de simples œuvres d'art - c'est aussi une déclaration de prospérité, de spiritualité et de statut. Comme l'explique Lafalaise, "la mission que je m'engage à mener à bien est personnelle, intime et collective. [...] C'est un devoir d'honorer mon héritage et d'élever la voix de mes ancêtres afin de briser les idées fausses qui entourent les pratiques ancestrales africaines. Je crois qu'il est important de découvrir, d'appréhender et de partager l'expertise des artisans africains à travers le monde."

La marque facial en cauris de Lafalaise, appelé Lagabaja, a été portée par la reine de la musique populaire, Beyoncé. À son tour, cela a eu un impact sur la carrière de Lafalaise et sur son objectif audacieux.

Cependant, emprunter le chemin de l'invincibilité est souvent semé d'embûches. Pour la plupart des membres du Top 30, seule la détermination a réussi les guider. C'est le cas d'Evelyne Ily, réalisatrice et actrice, originaire de la Côte d'Ivoire. Après avoir acquis de l'expérience devant et derrière la caméra, Evelyne a créé sa propre société, Yevédi Production, qui vise à former les jeunes femmes souhaitant rejoindre l'industrie du divertissement. Il est difficile pour une femme d'être prise au sérieux dans l'industrie du divertissement et Evelyne veut défier ce stéréotype en montrant que les femmes peuvent

être des productrices, des caméramans et des narratrices audacieuses.

Non loin d'Evelyne, l'artiste visuelle Obou Gbais a choisi de considérer la pandémie de COVID comme une bénédiction plutôt que comme un défi. Comme il le dit lui-même, "la pandémie a affecté ma créativité de manière productive et positive. J'ai soudain eu plus de temps seul chez moi pour me concentrer sur mon travail et essayer de nouveaux éléments et méthodes. Beaucoup de gens ont dû se limiter au minimum pendant cette période, ce qui peut être une source d'inspiration, surtout pour les artistes." Obou a canalisé sa créativité dans des pièces qui parlaient d'identité, de traumatisme et de la condition humaine. Ses œuvres ont été reconnues pour leur impact émotionnel dans le monde entier et lui ont valu plusieurs expositions.

On peut affirmer que lorsque le Top 30 décide d'aller de l'avant, il le fait à grands pas. Ils deviennent inarrêtables, persévérants et féroces. Ils brisent les attentes et tirent le meilleur parti de chaque situation, qu'il s'agisse d'un défi ou d'une opportunité.

Que peut apprendre le Top 30 à ceux qui veulent repousser les limites ? Eh bien, pour reprendre les mots de John Walker, "Keep Walking!"

Consultez la liste complète du Top 30 de Keep Walking Africa sur [AFRICATOP30.TRACE.TV](https://www.africatop30.trace.tv)



Logo de Bonart  
Illustration Par Africa, Illustration AFRI,  
www.keg, www.trace.tv et @japanee

JOHNNIE WALKER

# KEEP WALKING AFRICA TOP 30

BOLD STEPS, BIG PURPOSE

POWERED BY



## HOW DO YOU MAKE AN ICON EVEN MORE ICONIC?

Simple. You take a walk on the bold side. What does that mean? It means you take strides towards your pursuits, smash glass ceilings, disrupt the status quo and embody a spirit that never backs down. Just like the iconic, John Walker - the legend and founder behind the award-winning Scottish whisky label.

## THE BRIEF & OBJECTIVE:

Our client Johnnie Walker, tasked us to make Johnnie Walker Black Label iconic and entrenched in popular culture by initiating an empowering campaign that celebrates Africa's next-gen creatives. Our objective was to seek out and celebrate these spirited-individuals in music, media, fashion, art and film in the African continent who have taken bold steps for a big purpose in their careers while creating brand awareness.

## THE CAMPAIGN:

We stepped up to create a campaign name that speaks both to brand and resonates with bold African creatives. In true Johnnie Walker style, we chose: Keep Walking Africa Top 30. The well-known scotch whisky tagline captures the aspiring nature of the 30 individuals.

Which led us to go out and find those individuals with a pioneering spirit on the African continent. And who better to ask than the ones on the ground; the fans and the believers. So, we put out a call to action and requested our audiences to nominate the fierce and unstoppable creatives they want to see on The Keep Walking Africa Top 30 List.

## THE WEBSITE

From Kinshasa and Maputo to Addis and Abidjan, we had identified the Top 30 spirited individuals that are boldly striding in their careers. We then dropped the list on our Africa Top 30 website that we built to house the Pan-African Johnnie Walker campaign and ensure its digital longevity. In fact, our key strength of the campaign is our ability to engage with audiences across multiple platforms and media; from social media and online content to live events and collaborations with local partners. By leveraging this, our campaign has been able to reach millions of people across the continent and beyond.



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## THE ROUND TABLE

The Johnnie Walker Keep Walking Africa Top 30 campaign became a remarkable feat of marketing and cultural celebration, bringing together a diverse array of African talent to showcase the continent's incredible creative potential. From musicians and artists to fashionistas and filmmakers, the Top 30 list represents a truly inspiring cross-section of African society, highlighting the many different ways in which individuals are making a positive impact in their communities and economies. What's more, the campaign's emphasis on the power of perseverance and determination - embodied in the brand's iconic "Keep Walking" slogan - resonates deeply with the continent's rich history and ongoing stride towards progress. So, together with industry voices and a panel of judges, we created Keep Walking Africa: The Round Table. This 40-minute television special in collaboration with Trace Africa unpacked and celebrated the Top 30's bold steps. Our Trace Africa partnership made us even more relevant in cultural spaces.

But we didn't stop there, we kept going...

## THE EVENTS

When the Top 30 list dropped, we created regional events to announce those spirited-individuals chosen. And later, we created 4 influencer-led events in our Partner and Emerging Markets. This allowed for the public to get up-close-and-personal with the individuals on the Top 30 list, take a peek at their work as well as experience the flavours of Johnnie Walker Black Label in Mozambique, Ethiopia, Angola and Côte d'Ivoire.

## THE PODCAST

And then we took strides to really push our Top 30 in the media by creating celebratory articles for print and digital formats in our African markets. For our audiences who enjoy auditory formats, we began a podcast series that delves deeper into the collective challenges, triumphs and creative journeys of the Top 30.

The microsite that housed the full extent of the campaign has a limited lifespan of a year from the initial launch of the campaign. Our partnership with Trace as a media partner ticked all the right boxes of 1) relevance in culture 2) Pan-African reach 3) distribution of content across varying media channels and regions. This led to us reaching our campaign goal of further brand awareness.

Not only did Johnnie Walker leverage its influence and resources to celebrate and promote positive change in society, it became more iconic with the campaign microsite! Now that's how you Keep Walking.

JOHNNIE WALKER

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The most impressive aspect of the 3-phase Pan-African omnichannel Johnnie Walker Keep Walking Africa Top 30 campaign has been its commitment to diversity and inclusivity. By highlighting the achievements of individuals from across the continent and across different fields and backgrounds. We incorporated social media, television, print, radio, podcasts and celebratory events to demonstrate the incredible richness and diversity of African culture and society, and the limitless potential of the next-gen to create and innovate.

Not only did Johnnie Walker leverage its influence and resources to celebrate and promote positive change in society, it became more iconic! Now that's how you Keep Walking.



KEEP WALKING



KEEP WALKING



KEEP WALKING





# Benny Moz



Disrupt & Innovate

© Freshive 2024

Because everybody knows there is only one  
caldo

Make it your mission to give the people more  
flava.

Because flava is a feeling. A whole mood.

It's in the food you eat.

For solo lunches and family dinners.

In marinades, gravies, soups and stews.

One sachet is all you need

[CLICK TO PLAY VIDEO](#)



[CLICK TO PLAY VIDEO](#)

# SOCIAL MEDIA COPY

Involved in brainstorming, concept creation and social media copy



# SOCIAL MEDIA SCHEDULE

## Post 2 | Product & Lifestyle

Date	Platform	Copy	Creative
		<p>Post Copy:</p> <p>Your shopping list for winter:</p> <ul style="list-style-type: none"><li>✓ A jacket for outside</li><li>✓ A Durex for ... inside 🤪</li></ul> <p>Shop Durex Extra Safe for the colder temperatures.</p>	



WINTER IS HERE...  
PROTECTION  
IS PRIORITY.

#OWNYOURSITUATION

WHAT'S YOUR  
WINTER ESSENTIAL?

( ACCORDING TO YOUR FAVE COLOUR )



#OWNYOURSITUATION

LESS BRRR  
MORE MMMHHH



#OWNYOURSITUATION

\*COME\* TOGETHER  
SAFELY



#OWNYOURSITUATION

HAVE FUN WITH DUREX ON  
#WORLDEMOJIDAY



#OWNYOURSITUATION

STAND A  
CHANCE TO **WIN**  
WITH DUREX

WORK HARD,  
PLAY HARDER

#OWNYOURSITUATION

**LOVE**  
(AND DUREX)  
**IS ALL  
YOU NEED!**

#OWNYOURSITUATION

# Social Media Schedule



Post 1: 8 March

# International Women's Day Post

Channel:  

Objectives: Engagement

**Post copy:**

It's International Women's Day today! 🍷  
To celebrate, we want to champion female pleasure.

Browse our wide selection of products for you or for them: Link in bio

Your shopping & shipping is completely discreet. 😊

IG: #luvland #adulttoys #pleasure #adultfun  
#adultplaytime #lingerie #couples #bdsM #fetish  
#lubricants #bondage #summer #holidays  
#InternationalWomensDay #Vibrators #Women





**20% Off**

## Satisfyer Range

Sign up for your discount



Burn those Easter  
chocolate calories

**with Zalo**



Try our range of  
**Easter treats**



## Rocks Off Range

Shop the award-winning UK brand

**20%  
OFF**



**Sign up**

**to our  
newsletter**

Get **10% OFF** your first order.





# SCOTCH & SODA

Social Media Schedule

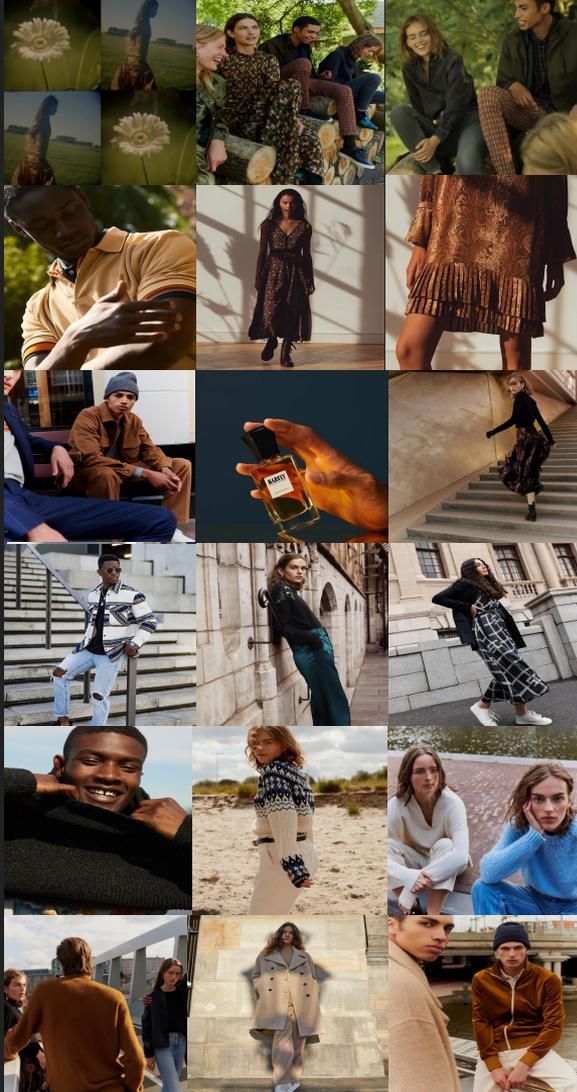
## Post 5

Date	Platform	Copy	Creative
<p style="text-align: center;"><b>x</b> <b>January</b></p>		<p>The pattern of your soon-to-be summer fave takes its cues from French scuba diver Simone Melchior's underwater explorations. #ScotchandSoda #ScotchSodaSA #ScotchSodaPrints</p>	
		<p>The pattern of your soon-to-be summer fave takes its cues from French scuba diver Simone Melchior's underwater explorations. #ScotchandSoda #ScotchSodaSA #ScotchSodaPrints</p> <p>.</p> <p>.</p> <p>.</p> <p>#ScotchSodaPrints #collection #collections #fashion #style #womenswear #womenstyle #print #underwater #sea #fashioninspo</p>	
<p><b>Product website link:</b></p>		<p><a href="https://scotch-soda.co.za/product/printed-voluminous-tiered-skirt/">https://scotch-soda.co.za/product/printed-voluminous-tiered-skirt/</a></p>	

# GRID

~

## Overall





# Denham

Social Media  
Schedule

Post 8: 14 October

# Campaign Post

**Channel:**  

**Objectives:** Reach

**Post copy:**

Crisp tailored blues, fully embodying the art of denim. 

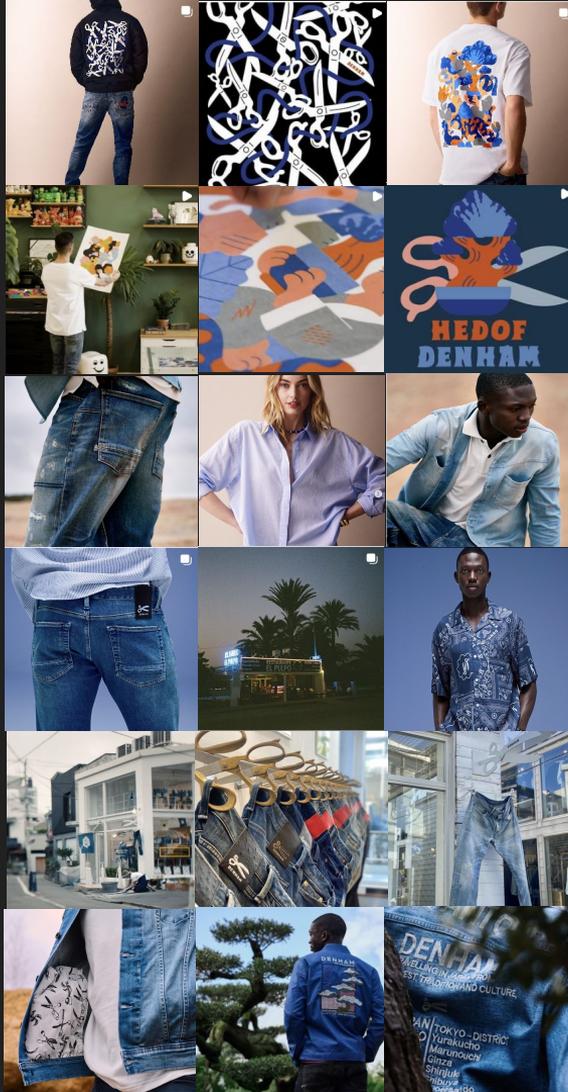
#denhamSA #japantour #denimgoods

.  
. .

#denham #thetruthisinthedetails #japantour #menswear #denim  
#denimgoods #summerdenim #mensstyle #selvedge #bluejeans  
#bluejeans #indigo #freemove



# Social Grid



# NEWSLETTER COPY

Involved in brainstorming, concept creation and copy



A RACK TOO DELICIOUS



Free Delivery  
on orders  
over R1000



Earn Points  
on BRM Club



CLICK TO PLAY VIDEO

Are you working on your "summer" body already? Well, we've got a perfect "cheat"



the  
designer  
drink  
co.



Add 4+ NEW flavours to your  
**COLLECTION**

Get your hands on our latest flavour drop!



[CLICK TO PLAY VIDEO](#)

A young girl with dark skin and braided hair is smiling and holding a small green plant in a pot of soil. She is wearing a white turtleneck sweater. The background is a lush green tree with sunlight filtering through the leaves. The text "EDUCATING OUR KIDS" is written in large white letters, and "for the future" is written in a smaller, italicized white font below it.

# EDUCATING OUR KIDS

*for the future*

[CLICK TO PLAY VIDEO](#)

# STRATEGY

Involved in brainstorming, research, tagline creations, campaign creation, content pillars, manifestos, strategy elements, rollout copy and presenting

# CHÂTEAU GÂTEAUX FY25 STRATEGY

# CONTENTS

**1** **LANDSCAPE  
INSIGHTS**  
*a look at the  
trends*

**2** **AUDIENCE  
CONTEXT**

**3** **OUR  
BRAND**  
*in the south  
african context*

**4** **CREATIVE  
EXECUTION**  
*including  
influencers*

**5** **STRATEGIC  
PLATFORMS**

[CLICK TO PLAY VIDEO](#)



We Create  
Experiences

Peaceful Sleep

**F25 Digital**

F25 Digital



Peaceful  
Sleep



We Create  
Experiences

# Brief & Objectives

F25 Digital



CLICK TO PLAY VIDEO

Peaceful  
Sleep.



Q2 DOOM + Peaceful Sleep

# PROJECT MALARIA

NOVEMBER 2024

NOVEMBER 2024

DOOM

 Peaceful  
Sleep



# LANDSCAPE & AUDIENCE INSIGHTS

Q2 DOOM & PEACEFUL SLEEP (PROJECT MALARIA)

NOVEMBER 2024

[CLICK TO PLAY VIDEO](#)

**DOOM**

 Peaceful  
Sleep.

# ADHOC COPY

Website copy, print copy, brand CI, radio scripting, internal videos for stakeholders, press releases and more



CHÂTEAU  
GÂTEAUX

Home

Products ▾

Find a Pâtisserie

More ▾



# GOLDEN *wednesday*

ALL PENSIONERS GET  
A REGULAR **HOT BEVERAGE** WITH  
**ANY INDIVIDUAL DESSERT**  
*for just R50!\**



Need help?

Chat with us!

CLICK TO PLAY VIDEO

R50



# MANIFESTO

This is your time.

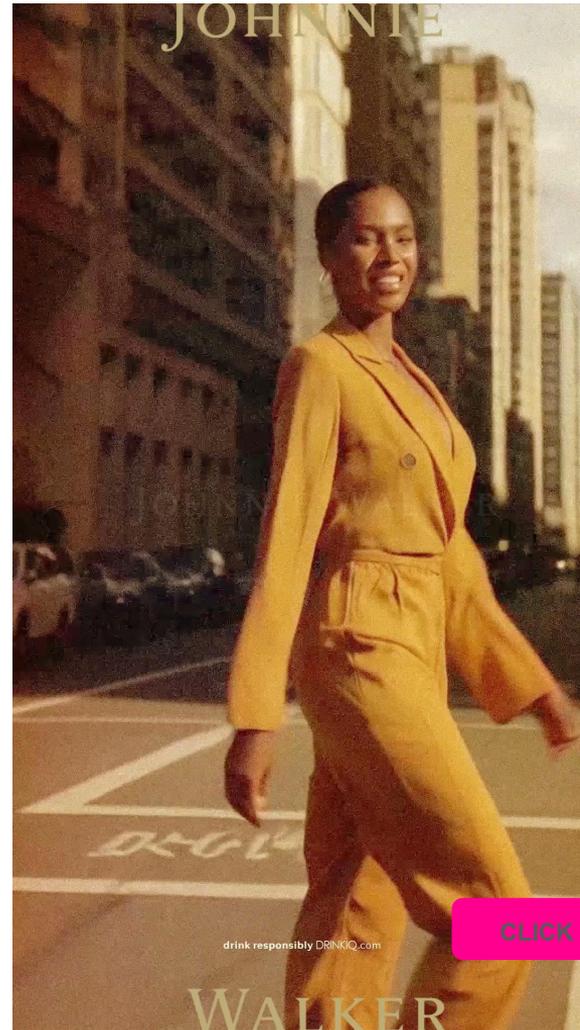
Bold steps, big moves, life poured out in every glass.  
From the first sip to that last lingering taste, each  
moment builds on the one before.  
Every toast, every action—we keep walking.

Rolling in strong, spirits high, squad tight.  
This is our flavour, our stride.

Bring out the bottle, turn up the vibe—  
Show them how it's done.

Every raised glass, a celebration ignited.  
Every moment, a story in the making.  
We're walking bold, living loud.

The moment's here—step right in.



[CLICK TO PLAY VIDEO](#)



[CLICK TO PLAY VIDEO](#)



SHO'T LEFT  
www.sho'tleft.ca

SET YOUR TABLE  
ANYWHERE  
IN HINDS THE EASTER  
www.hindseaster.com



CLICK TO PLAY VIDEO

THANK YOU