

Birdwatching at the Loeries: E5

Bird Watching at the Loeries is the official podcast of this year's event, in partnership with VMLY&R South Africa and Bizcommunity.



Deshnie Govender, head of marketing sub-Saharan Africa, TikTok interviewed by Marlon Mosadi, for BirdWatching at the Loeries (Image: Terry Levin)

Hosted by Marlon Mosadi, who heads up VMLY&R's agency podcast Native Radio, the show takes you behind the scenes of SA's biggest celebration of brand communications creativity.

In the final episode, we speak to three leading creatives and one brand custodian who have had multiple finalists in the running at this year's Loeries.

This podcast is also available on [IONO.FM](#), via downloadable [App](#), [Apple Podcasts](#) and [Spotify](#).

Special guests include Camilla Clerke, executive creative director of Ogilvy South Africa, Cape Town, Deshnie Govender, head of marketing sub-Saharan Africa, TikTok, and senior art director at VMLY&R South Africa and Gaby de Abreu, the executive creative director of Switch.



Birdwatching at the Loeries: E4 - Self-Disruption

6 Oct 2023



About Fumani Khumalo

A creative based in Johannesburg, Khumalo was born in Soshanguve, Pretoria where he began his journey in the arts by

doing graffiti on the walls of eager homeowners. He is a well-rounded artist, working as a senior art director at VMLY&R and practising as a fine artist. He has participated in several art exhibitions and won multiple local and international awards. His career includes being commended for being Design Indaba's emerging creative, exhibiting for Unconventional Creativity at Cannes Lion, and being awarded the Daniel Arsham x A-COLD-WALL global artist grant.



Birdwatching at the Loeries: E3 - Crafting Cultural Conversations

5 Oct 2023



About Camilla Clerke

Clerke was almost lost to the advertising industry thanks to her initial intention of becoming a career accountant. Thankfully sanity prevailed and a star was born. She's worked extensively in the South African ad landscape on campaigns for FNB, MTN, Coca-Cola, Toyota, Netflorist and many others. She's been highly awarded for her compelling work across the globe, including Cannes Lions, Loeries, Bookmarks, Webbys, D&AD, FWA and One Show. She's also judged at Cannes, Loeries, Dubai Lynx, Creativepool and Bookmarks panels, and has sat on the IAB and Creative Circle councils.



Birdwatching at the Loeries: E2 - The Power of a Story

4 Oct 2023



About Deshnie Govender

Govender is a Pan-African professional brand, digital and culture marketer with over a decade of experience across corporate, agency, and consulting. She has worked across 33 markets in Africa leading brand strategy, digital, influence, and commercial strategies. She currently leads marketing for TikTok Sub-Saharan Africa & has launched a [platform](#) for her community helping others lean into digital to build their personal brands and connect with culture.



Birdwatching at the Loeries: E1 State of the Nation

3 Oct 2023



Aboput Gaby de Abreu

De Abreu has extensive experience in all aspects of brand identity and communication design that has seen him work at the forefront of projects for the Coca-Cola Company, SAB Miller, Four Seasons Hotels & Resorts, FIFA, Famous Brands and MTN.

His portfolio of designs includes the 2010 Fifa World Cup identity and branding programme, the 2009 Fifa Confederations Cup identity and branding programme, Coca-Cola's 2004 Olympic design campaign and the Springbok rugby identity, among others.

In addition he has received numerous local and international awards for his work in packaging and branding and has served as a jury member on various design panels, such as the Cannes Lions and The Loerie Awards.

This is the final of five episodes. The Bird Watching series features exclusive interviews with Loeries jury members, industry legends, clients who push boundaries, insights into winning work, trends, debates, controversies and more. All interviews were done during Loeries Creative Week which took place from 2 to 6 October.

For more, visit: <https://www.bizcommunity.com>