

# Donovan Goliath stands up for creativity

Issued by [Loeries](#)

6 Apr 2016

## **Comedian and creative director of Goliath & Goliath is Loeries® Creative Voice for 2016**

Have you ever heard this one before? A young art director with the advertising world at his feet decides to chuck it all in and start a brand-new career. As a stand-up comedian. Yeah, right.

No, we're not joking.

And now he wants to stand up (see what we did there?) and talk about the value that creativity adds... to life, love, business, making risky moves and the universe.

Donovan Goliath, former advertising art director and one part of the hugely successful and funny **Goliath & Goliath** franchise will be presenting a weekly segment on YFM's drive-time show, **The Best Drive**, from April 2016.

Titled "**Loeries® Creative Voice with Donovan Goliath**", the show will be broadcast every Wednesday afternoon from 3.33pm – 3.47pm.



This collaboration with the Loeries®, Africa and Middle East's largest creative showcase, will feature interviews with the most creative voices from the brand communications industry along with up-to-date creative news.

Donovan will be talking creativity and how as a currency it is being harnessed to provide solutions to all areas of our lives. And of course bringing it back home and talking about how he used it to change his career and to empower others.



On his role as **Loeries® Creative Voice**, Donovan says, "I'm incredibly excited to be a part of this campaign. I feel it's a very bold and necessary move that the Loeries® have undertaken. As we know, creativity and the arts in this country are not as respected as they should be, so this is definitely going to give me an opportunity to teach and inspire, and encourage industry leaders to do the same. This is really a cool platform for me to share my story and to make people understand how I use creativity to do what I do."

Added **Chief Creative Officer of Net#work BBDO, Mike Schalit**, "From his days at Net#work, Donovan has grown from a young talented whippersnapper to someone who knows how to use creativity as a business tool, and how the creative industries can be a valuable career choice."

Speaking for **YFM, Tshepo Pule** says, "They were never ready for GP's hottest frequency to join forces with the powerhouse that is Donovan Goliath for Loeries 2016. Both brands speak to the dynamism of the young creative, and are constantly in motion to influence and grow the brand communication space. Expect fireworks!"

The one quality that the Loeries® and Donovan have in common is the passion for grooming and inspiring the youth. This partnership has opened up new opportunities including a **MasterClass**, which Donovan will host during **Loeries® Creative Week™ Durban** for students and young professionals on how to use your creative genius to build your own brand much

like he did for Goliath & Goliath.

**Loeries® Creative Week™** takes place in Durban from Monday, 15 August, to Sunday, 21 August.

To book your tickets visit [www.loeries.com](http://www.loeries.com).

## More about Donovan Goliath

Many know Donovan as a celebrated South African comedian who, together with Jason, Nicholas and Kate Goliath, built the company **Goliath & Goliath** into a household name. Many would ask, “Where does Donovan fit into advertising, let alone the Loeries?”, but what many don’t know is that before getting into the business of comedy, Donovan was actually in the brand communications industry for six years.

His decision to take up a career in advertising stemmed from his keen interest in graphics and visual communication as well as the passion for artistic expression. From designing Wu Tang Clan-influenced posters for his rap group as a teenager in Umtata to making massive oil paintings for his parish’s church in Marion, Durban, and ultimately landing his first job in Johannesburg with Net#work BBDO just after completing his studies at the Nelson Mandela Metropolitan University. Donovan is a “holistic creative person” who understands the power of creativity and the importance of communicating its successes.

## Major Partners of the Loeries 2016

Tourism KwaZulu-Natal (TKZN), the Department of Economic Development, Tourism and Environmental Affairs, KwaZulu-Natal Province (EDTEA), EThekweni Municipality – Durban Tourism, DStv Media Sales, and Gearhouse South Africa.

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