

# Kabelo Moshapalo



By [Louise Marsland](#)

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Kabelo Moshapalo has recently been appointed Executive Creative Director of Tequila\Johannesburg. As the new ECD, he hopes to establish a "meaningful ideas culture".

"The better the idea, the more awards, and recognition that will follow. Great ideas should also answer client's objectives, which means rewards for them too."

He measures success in terms of "iconic ideas"... "Iconic ideas transcend the recognition of awards, they filter through to everyday conversations. And now that everyday conversations have moved from the braai and water cooler, we can use social media to track their impact. Another way to measure our success is through our clients - a happy client means a successful agency."

Moshapalo's new title means he is responsible for the creative output of Tequila\Johannesburg for various brands including Standard Bank (campaigns and online advertising), Appletiser (platform, campaigns and social media), Tiger Brands (campaigns, online advertising and social media) and McDonald's (platform, campaigns, online advertising and social media).

"This entails making sure that the ideas are of an exceptionally high standard whilst still maintaining accountability to overall client objectives. My key creative output is giving direction in the idea generation of digital solutions, spanning across multiple touch points in the digital landscape, i.e. web, online advertising, email marketing, social media, mobile, etc.

"Another important aspect is maintaining a good relationship with our clients who trust us with their brand and vision."

His other areas of expertise include developing campaign executions and campaign mechanics such as user interactions / engagement and content seeding.



## ABOUT KABELO MOSHAPALO

Kabelo Moshapalo started his career in 2000 and moved up the ranks within FCB Electric Ocean to Digital Group Head for Digital Interactive. On joining Tequila\Johannesburg in 2012, Moshapalo was part of the pitch team that won the UNISA, Appletiser and McDonalds' accounts. Tequila\Johannesburg is part of the TBWA\South Africa Group and describes itself as a future trends and strategic digital creative agency with a passion for ideas at the business' core.

**Q: What is at the top of your to-do list?**

**A:** Keeping up with the latest ideas, marketing and tech innovations from various news sources and feeds, as well as

connecting with our global network and industry peers. A very close second is growing my Tequila creative team - if they thrive, then I know I'm doing my job.

**Q: What is your business focus right now?**

**A:** At the moment I'm all about attracting the best talent, and nurturing my current team. I want the best team to help me make a meaningful contribution to our clients.

**Q: Most important attribute needed to do your job?**

**A:** The ability to articulate ideas. Ideas can easily be misinterpreted as people view them from different perspectives and contexts, not to mention the emotional responses triggered by some ideas. When you have to get everyone on the same page and same viewpoint, it is important to be single-minded on how you put across the idea.

**Q: How do you define creativity?**

**A:** A simple idea that is effortless for you to understand and compels you to take action. It's not an instruction; it's a persuasion that cannot be ignored.

**Q: The biggest trend to note in your industry?**

**A:** The App boom. Every brand and their mother brand has an app.

**Q: How will you make an impact?**

**A:** Bridging the digital divide by evolving the way we think through creativity. I'm also passionate about generating talent in the digital space.

**Q: What inspires you?**

**A:** Craftsmanship. Whether it's manufacturing a car, electronic devices, making ice cream, music production, tailoring a suit - it's that process of hand-making beautiful things that people can use.

**Q: How do you inspire others?**

**A:** Helping them see the craft in what they do and how they can learn to do it even better.

**Q: Tell us something about yourself not generally known?**

**A:** I am a self-taught illustrator. I started by drawing country flags and tracing the more complex symbol designs. As time went on, I didn't have to trace anymore.

**Q: What do you do for fun?**

**A:** Running, improving on my distance and pace. I'm also a proud father to a beautiful girl and a husband to an amazing woman.

**Q: At the top of my 'bucket list' is...**

**A:** New Year's Eve, Copacabana Beach.

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).  
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