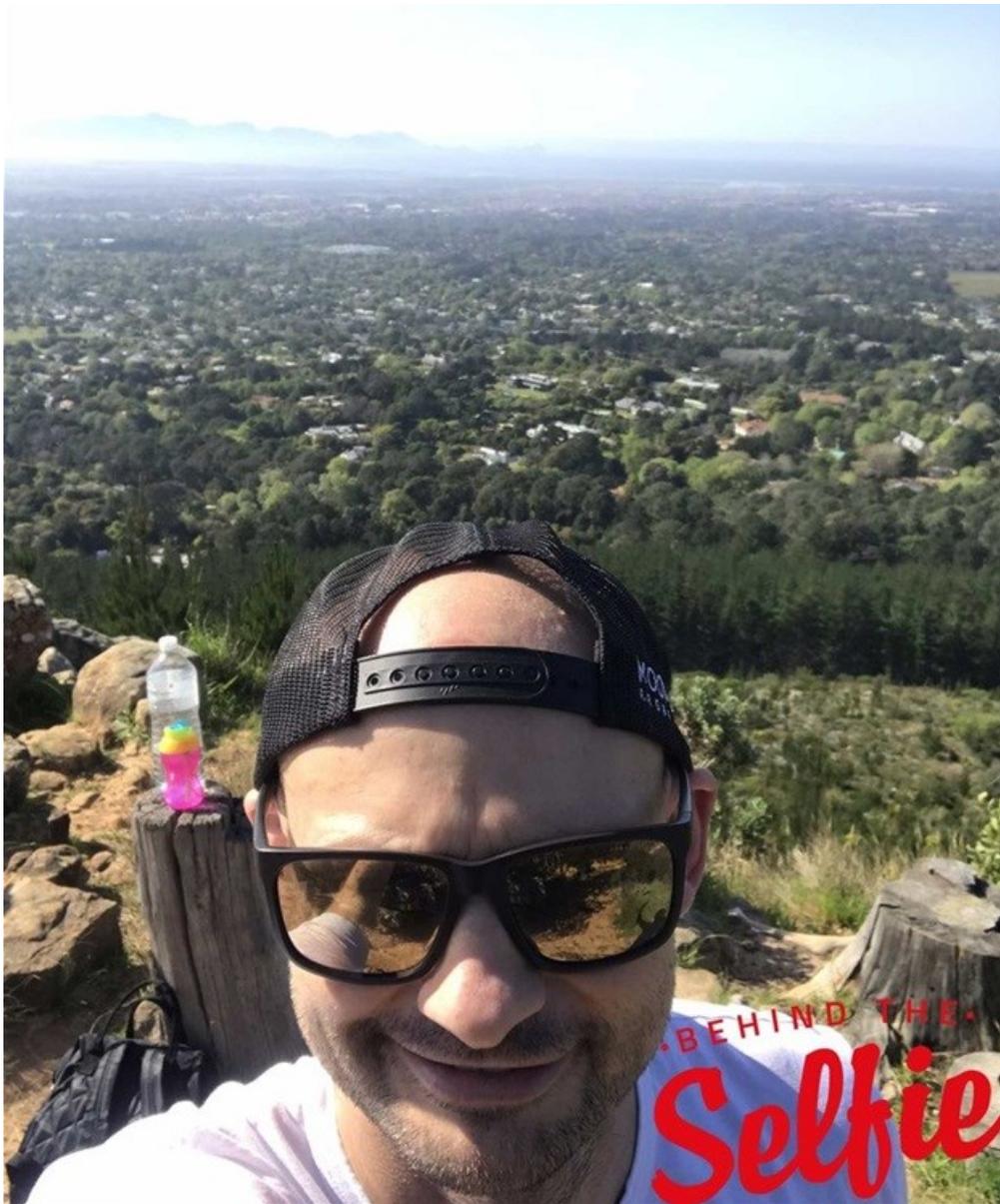


# #BehindtheSelfie with... Trent Key

 By Leigh Andrews

7 Nov 2018

This week, we got behind the selfie with Trent Key, managing director of MoonSport Content and Entertainment.



Key captions this: "Cape Town at its finest."

## 1. Where do you live, work and play?

I'm fortunate to call Cape Town home. I moved here for university and have been caught by what this amazing city has to offer. Being able to work, enjoy the outdoors and nightlife all in the space of a 15-minute trip is an easy selling point!

## 2. What's your claim to fame?

Depends who is listening to the response. Claim to fame should be earned and respected, rather than claimed.

## 3. Describe your career so far.

It's been an enjoyable and narrow path, with great experiences along the way. It's been all things sport from day one, for over 11 years!

“ Two Gr8 MC's I had the honor to work with @varsitysportsSA @Jean\_willers & Rendani Tshivhula You Rocked the House! [pic.twitter.com/BijQexSRVN](https://pic.twitter.com/BijQexSRVN)— Thys Lombard (@ThysLombard) April 27, 2015 ”

I started working from the ground up, from sports events through to being part of a business that has changed the landscape of university sports in this country, and now growing a business that has won the young agency of the year award at the recent [Sports Industry Awards](#).

#### 4. Tell us a few of your favourite things.

The nature of our industry is long days and nights away from home, so it's hard to beat time out with the family or exploring some of Cape Town's cycling routes.

#### 5. What do you love about your industry?

The unpredictability of what the next production might be. In the space of a year, MoonSport has built the largest stadium screen in Africa, tracking an international cyclist cycle around the world in 80 days, and is now working on challenging international productions.



Local agency approached to cover Beaumont's world-record circumnavigation

Jessica Tennant 15 Nov 2017



South Africa has an unprecedented passion for sports and being able to connect fans and athletes through content and entertainment is something special.

#### 6. Describe your average workday, if such a thing exists.

We have a good team of people in our business, who are able to hold the fort down and provide consistency. So if we are not on a production or event, it's about planning for the next one or taking account of where we are heading.

#### 7. What are the tools of your trade?

Thinking quick, having a backup plan or two, and most important – understanding that the 'fans are first' and knowing how to connect with them.

#### 8. Who is getting it right in your industry?

South Africa has some great industry-leading businesses. Just looking at the Sports Industry Awards, where young and upcoming agencies were positioning themselves with the more established businesses, is a good indication.

#### 9. List a few pain points the industry can improve on.

As a whole, we have a challenge in sport where stadium attendance is on the decline. Typically, we are relying on the team performances and tournament finals to draw crowds.

“ We need to give fans alternative reasons to attend sports events and this starts from their first engagement about the

brand until they arrive back home after the game ends. ”

**10. What are you working on right now?**  
We have been privileged enough to work with some of South Africa's best sporting brands. We are currently in the planning phase for the Cape Town Sevens, Mzansi Super League and other content campaigns.

“ *Awesome article about the hard work our team has put in this year being recognized at the Sports Industry Awards*

🔗 <https://t.co/Lqh6P16AUO>— MoonSport (@MoonsportPro) [September 4, 2018](#) ”

**11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.**

Data, fan, conversation, culture.

**12. Where and when do you have your best ideas?**

Has to be in the shower, or out on a long cycle.

**13. Are you a technophobe or a technophile?**

Technophile – I hope I wasn't the only one to Google that!

**14. What would we find if we scrolled through your phone?**

A couple of unread mails and photos that I didn't take!

**15. What advice would you give to newbies hoping to crack into the industry?**

“ *Just keep digging away – you will find treasure. If it was easy, everybody would do it. Be bold and think one level above your competitors. Hard work and dedication always pays off.* ”

Simple as that. Follow Key on [Twitter](#) – they're also on [Twitter](#) and [Facebook](#).

\*Interviewed by Leigh Andrews.

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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