

Telkom appoints Moshe Ndiki as its new brand ambassador

By  [Juanita Pienaar](#)

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Telkom recently announced media personality and social media star Moshe Ndiki as its brand ambassador.



Moshe Ndiki is Telkom's new brand ambassador. Image supplied.

Ndiki has quickly become one of South Africa's favourite entertainers after his hilarious videos trended on YouTube and other social media platforms. He grew his affinity through relatable content that ordinary South Africans gravitated towards, highlighting social ills in a light-hearted manner.

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Word of the day !!! Skin curtesy of @drnandipha @optimum_med

A post shared by [Moshelle Obama \(@moshendiki\)](#) on Jun 7, 2019 at 1:37am PDT

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The partnership has seen Moshe featured on a campaign that has been educating consumers and his followers how to be 'istreamist' using Telkom's fast fibre and LTE connection and bringing consumers closer to Telkom's varied offerings.

We caught up with Ndiki who spoke to us about his new role, his career so far and what he is most looking forward to.

📺 ***Congrats on your appointment. How do you feel about it?***

Thank you so, so much. I am very excited, working for such a brand is one of the most amazing things that has happened to me this year, amongst other things. It is a really big deal to be associated with Telkom and to represent them, and be the face of Telkom. I am really in awe and I am thankful and grateful to God for appointing me as Telkom's brand ambassador. There is so much that the brand wants to do and I am happy to help them get there.

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[View this post on Instagram](#)



Our brand new brand ambassador has a message, welcome @moshendiki



A post shared by [TelkomSA \(@telkom_za\)](#) on Aug 28, 2019 at 5:20am PDT

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■ **When is/was the effective date?**

The effective date was beginning of May 2019.

■ **What excites you most about the new role?**

A lot, to be honest. Having to be able to live my dream because Telkom has always been a part of our lives and to be part of such an experience is mind-blowing. The brand and my brand work very seamlessly together, as you know, I started off with Youtube vlogs and Telkom offers free video streaming on their FreeMe packages.

I am just so happy to be the one to elevate their brand to newer heights and I am looking forward to seeing the value over the next year.



The youth have spoken! Telkom is the second coolest telecoms brand in 2019!

DNA Brand Architects 28 Jun 2019



■ **What do you love most about your career?**

Being able to be myself, the fact that I get to do everything that I want and the flexibility that comes with it is unmatched. I do not feel like I am working, I feel like I am living my life and getting paid to do so.

■ **Any career highlights you're particularly proud of?**

Yes. Being announced as Telkom brand ambassador has to be the biggest of them all. I have never been a part of such a huge deal and it has elevated my career and sphere immensely. I started off as a vlogger and I didn't know the magnitude of what I was doing is, I wouldn't have imagined it to place me where I am today.

■ **Tell us a bit about your experience and how this has equipped you for your new position.**

Getting into the industry was not that easy, but, in the midst of all of that it taught me patience and, I think, my partnership with Telkom came at the right time even though, back then, I felt the rush to make it into the industry.

All my experiences, good and bad, have taught me to appreciate this position that I've been put in and use it as a reminder to the young Moshe watching – that nothing is impossible. If you dream it, you'll live it.

■ **What are you most looking forward to/enjoying so far?**

I can't wait to shoot the free me Comic-Con campaign, it looks very exciting. I'm also enjoying being a voice-over artist for Telkom as well as the fun I have when I'm shooting the adverts, it doesn't feel like work but feels like I'm just living my life – it's fun.

I can tell you now, I'm not looking forward to this journey ending. The partnership has taught me so much, I am being introduced to technology in a very cool way.

■ **What's at the top of your to-do list (at work)?**

My radio gig as it's in the morning and finessing life by the hour.

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News with @MosheNdiki on #TheMorningFlava with @moflavadj @owenhannie @Pearl_Shongwe

pic.twitter.com/u9wHTDUx7— METROFM SABC (@METROFMSA) September 13, 2019

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■ **What are you currently reading/watching/listening to for work?**

Watching *Dynasty* on Netflix, it really keeps me on my toes.

■ **Tell us something about yourself not generally known?**

I'm quite a sensitive and soft person. People always see me making jokes, being loud and goofy and they think that nothing can hurt me. I'm human before I am an entertainer.

You can follow Ndiki on the following social media platforms: [Facebook](#) | [Twitter](#) | [Instagram](#) or for more information, you can visit his [website](#).

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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