

HelloFCB+'s Zodwa Gunuza joins IAB committee



By Jessica Tennant

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Zodwa Gunuza, creative director at HelloFCB+ joined the IAB's Digital Content Marketing Committee in October 2020.



Zodwa Gunuza, creative director at HelloFCB+

Here, she tells us more about her career to date and what drove her decision to put herself forward in joining the Committee...



IAB South Africa Digital Content Marketing Committee announcement

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■ ***How long you have been at HelloFCB+, and tell us more about your career and industry education before then?***

After obtaining my Graphic Design Diploma at the Cape Peninsula University of Technology, I started my career as a DTP operator then worked as an art director for many years. But with a passion for digital design, I decided to join an innovative and digitally-led agency, HelloFCB+ and worked my way up to creative director.

■ ***What made you decide to stand for the Committee?***

I want to meet, learn and collaborate with like-minded people and stay at the forefront of the ever-evolving digital landscape.

■ ***Briefly tell us more about the Committee, its vision, mission and objectives?***

One of the Digital Content Marketing Committee's objectives is to promote content marketing as an effective tool for brand communication. The vision and mission are to inspire creativity, promote excellence and elevate content in South Africa.

■ ***How many others are on the committee?***

We're a committee made of 16 exceptional individuals.

■ ***Have you met during Covid times and what did you discuss?***

We met shortly after the announcement was made for a meet-and-greet and to go through the expectations of committee members and the policies, as set out by the IAB.

■ ***What are the committee's priorities for the coming term?***

To showcase how content marketing can have a direct impact on brands' sales, customer retention, and ability to communicate with consumers.

■ ***How do you believe you'll be able to assist them to help tick off these priorities?***

I want to share my insights and expertise on creating content for different digital channels and to a diverse audience in their own language.

■ ***Do you have any particular agenda/issues that you hope to raise and work towards solving while on the committee?***

I believe as a black woman in the industry, there is a need to inspire a diverse talent pool, and get them interested in digital content marketing. Especially those who can't afford to live or work in big cities.

■ ***What challenges have you faced or overcome in your career and to get to where you are now?***

There are always many challenges, but I try to look at them all as opportunities. From trying to stand out as a strong female in a fairly male-dominated industry, to pushing for diversity, and lastly creating content that speaks to this diverse audience, have been some challenges I've had to face.

ABOUT JESSICA TENNANT

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