

with... Lucy Worsley

This week, we find out what's really going on behind the selfie with technophile Lucy Worsley, founder and CEO of Empire Experiential Marketing.



Lucy's 'creating my empire' face is so good, it's worth seeing twice.

1. Where do you live, work and play?

Worsley: Live: In the creative hub of Cape Town.

Work: In the original, coolest hipster-villa out there, also known as Kloof Street, Cape Town.

Play: We have an absolute blast at work, brainstorming and executing various creative campaigns, I love and live for what I do. When I'm not working, I love exploring new innovations and hidden gems like markets, food, fashion brands, galleries, rooftop/outdoor events and new apps.

2. What's your claim to fame?

Worsley:

- I was part of the team that executed the first Elizabeth Arden Red Door Experience, also known as The Biggest Beauty School, in 2012 and 2014.
- I was part of the team that created and launched the first interactive vending machine in South Africa for Lipton Ice Tea campaign called 'Never Lose Your Cool' in 2013.
- I single-handedly created my own experiential marketing agency and continue to create my empire within South Africa and Kenya.

3. Describe your career so far...

Worsley: Starting off as a trend forecaster at Instant Grass really opened up a whole new world to the consumer market and getting to know the psyche of the human brain. This really fuelled excitement and passion to learn more about this strange-yet-intriguing world of marketing and experiential elements.

I then started as an intern at what is now one of the biggest agencies in SA, Stretch Experiential Marketing. I learned a lot at this agency and worked my way up to Senior Account Manager. It was a few years later that I wanted to learn more about the advertising world and was accepted to join the awesome creative minds at Fox P2.

It wasn't long until I got a phone call from Elizabeth Arden South Africa asking me to be a part of the team to create and run their experiential department in-house as the experiential specialist. Throughout the years of gaining knowledge from all these different companies and agencies, I decided to go out and form an agency to put my knowledge into serious action. And Empire Experiential was born. Empire is the light of my life, everything I do and breathe is Empire and I am absolutely in love and have never looked back. It's a true love story.

4. Tell us a few of your favourite things.

Worsley: Interior decorating, trends, brand innovation, networking, photography, dance, art, design, music, movies, travelling, learning, laughter, fashion.

5. What do you love about your industry?

Worsley: I've been lucky enough to have begun my career at a game-changing stage of development in the marketing and experiential industry. Options are endless and strategies are ever-evolving. Everyone is more involved, consumers are heard and have more power than ever. This can only be a recipe for innovation and success.

6. What are a few pain points your industry can improve on?

Worsley: I love making my client happy, but above that I love creating an experience that speaks directly to their consumers, creating a unique, unimaginable and one-of-a-kind experience for them. I would love to see more agencies with this one goal in mind, working together in order for this to happen and be the difference.

7. Describe your average workday, if such a thing exists.

Worsley: I wake up at 5:30am and go for an hour-long morning run. I then get into the office at around 7:30am, a fresh start with fresh face. I map out a full day's to-do list, which is NEVER the same, but looks something like this:

- Checking mails (this is 24/7 anyway - thank God for emails on smartphones)
- Checking in with clients
- Communicating with new potential clients
- Checking in with suppliers
- Research on the different markets and trends, global and local executions
- Creating and building partnerships with new and existing freelancers and agencies

8. What are the tools of your trade?

Worsley: Being open minded and being open to opportunities.

9. Who is getting it right in your industry?

Worsley: Empire Experiential, enough said. *wink*

10. What are you working on right now?

Worsley: Empire has just worked with Martell Cognac dining experience in creating a special birthday celebration for one of their prestigious guests, Babalwa "Barbz" Mheno-Mandel (née Mheno) - South African model, events manager, hair salon boss and reality television personality. We're also behind an exciting launch for one of our clients, Pernod Ricard, for G.H.Mumm Champagne's limited edition, No.1 Night Edition.

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

Worsley: Listen. Learn. Create. Inspire.

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

Worsley: When running in the morning, and at 2am in the morning while surfing Instagram and Cool Hunter.

13. What's your secret talent/party trick?

Worsley: My seductive and smooth moves when performing The Robot - always a winner. Classic.

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

Worsley: Snap shots of different reference ideas and images from interior décor, experiential executions, weddings and eats. My phone is another version of Pinterest.

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

Worsley: Always maintain a positive outlook, no matter what.

Never give up on your dreams and what you stand for.

Smile and laugh, it only creates a better working environment and creative ideas.

You can read more about Empire Experiential Marketing by [clicking here](#) or on the following social media accounts:

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*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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