

#BehindtheSelfie with... Jabulani Sigege

 By Leigh Andrews

31 Jul 2019

This week, we go behind the selfie with Jabulani Sigege, executive creative director at Hero.



Reflections with Jabulani Sigege, executive creative director at Hero.

1. Where do you live, work and play?

I live in Cape Town and consider myself fortunate that sometimes my work, as a creative at Hero, feels like play.

2. What's your claim to fame?

I once asked soccer legend Luis Figo to dab at a party we were at. He politely declined.

A.I. evangelist and innovator Babusi Nyoni also created a Twitter bot ([@jabscolleagues](#)) that curated all my COLLEAGUE 1 and COLLEAGUE 2 tweets.

“ Bra Jabs back at it again with the colleague banter [#ColleagueTweetsbyJabs](#) via [@papa_action](#) <https://t.co/oFzYqHtkja>— jabuscolleaguesbot (@jabscolleagues) [August 3, 2018](#) ”

3. Describe your career so far.

Career options that I considered, and nearly ended up in before being lured by the siren call of advertising, included journalism, information systems and law enforcement.

After entering adland, I was lucky enough to be schooled by some of the best creative and strategic minds in the business, both at Red & Yellow and a couple of SA's most iconic ad agencies.



Amanda Lambe and Jabulani Sigege to helm Cape Town-based Hero

30 Apr 2019



Now I use what I have learned to help create work that makes a real difference to brands, by authentically connecting them to people.

4. Tell us a few of your favourite things.

Chelsea, Orlando Pirates, running, movies, sneakers, all things pop culture, music, *iipanama* (AKA spotis, AKA bucket hats) and my son. In reverse order.

“ Another colleague just got their 15 minutes of fame [#ColleagueTweetsbyJabs](#) via [@papa_action](#) <https://t.co/qfKpQPAIII>— jabuscolleaguesbot (@jabscolleagues) [September 3, 2018](#) ”

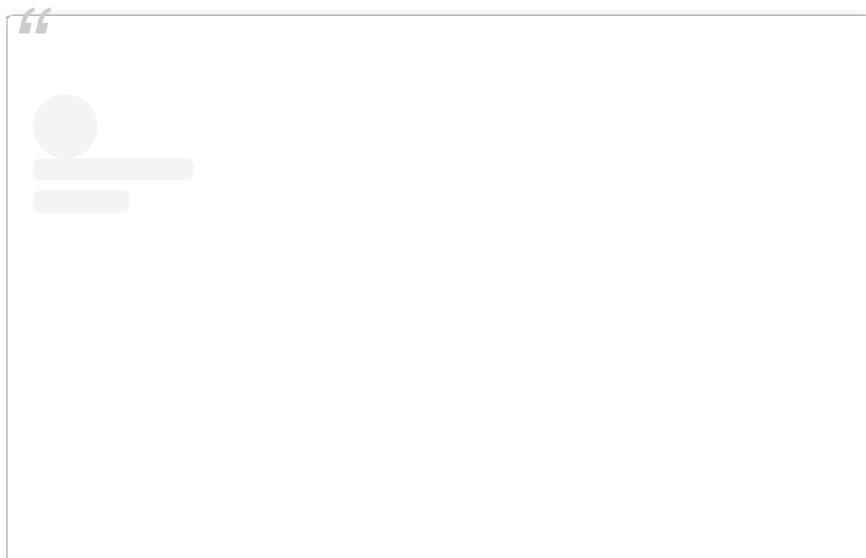
5. What do you love about your industry?

“ That you can create something out of nothing. Something that existed only in your mind before you brought it into being for others to experience. If that isn't magic, I don't know what is! ”

6. **Describe your average workday, if such a thing exists?** Meetings, reviews, brainstorming, and strategy sessions take up most of the daylight hours. Between dusk and dawn, I get some more work done, but always try to make time for a quick run to exhale problems and inhale solutions.

7. What are the tools of your trade?

Notebook, pen, Post-its, smartphone, earphones and a playlist that has songs with no lyrics.





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We've appointed a new leadership team with Amanda Lambe taking over the reins as MD in partnership with the new ECD Jabulani Sigege.

<http://bit.ly/2XXP9cg> #HeroUpdate

A post shared by Hero (@hero_agency_za) on May 2, 2019 at 6:24am PDT



8. Who is getting it right in your industry?

Seriously? There are just too many to mention. But what I can say is that radio is still one of my favourite mediums, and I love that South African creatives who use their cultural capital in this area are killing it. What a time to be alive!

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

Transformation, sexual harassment and mental wellness.



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For far too long, the industry has let sh*t slide, dragging its feet when it comes to correcting behaviour and changing the narrative around these issues. A new norm is long overdue.

10. What are you working on right now?

It's 23:25 on a Tuesday evening and I am working on this article so that I can go home. I hope my family remembers what I look like!





[View this post on Instagram](#)



A post shared by Hero (@hero_agency_za) on Jul 29, 2016 at 12:39am PDT

”

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

“Big data”, “goodvertising” and “millennials” are some of the current buzzwords being bandied about, like a hacky sack footbag in a University of Stellenbosch res.



#Newsmaker: Kerry Hibberd to 'Change the World' w/ 'goodvertising' and Vodacom

Jessica Tennant 4 Dec 2017



A word I often catch myself using these days is “align” – I’m sure my ancestors have turned their backs on me.

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

Ideas often come while I’m absolutely *not* trying to come up with ideas – during a leisurely run, on a night out with friends, talking to my 98-year-old grandfather, or [suplexing](#) my son onto the couch.

“ Office banter is also a great source of inspiration. The comments your unhinged colleagues make might just spark your next award-winning idea. That’s why it’s important to always be present and soak up all that is around you – you’ll be surprised at what will come to you. ”

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

If I told you, it would no longer be a secret...

14. Are you a technophobe or a technophile?

I love tech, but not in a queue-for-hours-on-the-day-the-new-iPhone-drops kinda way. I was “born analogue, but grew up

digital,” as an article perfectly puts it.

“ A few more of our [#CCMonthlyAwards](#) Jan&Feb 2019 jury members are Kgabo Chuene from [@saatchirocks](#) and Jabulani Sigege from Hero [#CreativeCircleSA](#) [pic.twitter.com/pY6TkNtWiI](#)— SA Creative Circle (@CCreativeCircle) [March 26, 2019](#) ”

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

Memes, notes around ideas and screenshots of words and pics that move me.

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

- Never stop being a student. You're never too experienced, or too old, to stop learning.
- Raw talent will only take you so far. You've got to put in the work to make great work.
- Be open. To different views of life, to others' opinions and the truth that your way isn't always the only way.
- You are the sum of your experiences. This is your cultural capital – put yourself and your lived experiences into your work to create something that is unique, just like you.
- Have fun. You won't get a chance in other industries to change perceptions, behaviours and mindsets as you will in advertising.



What makes Hero agency super

Leigh Andrews · 9 Apr 2015



Simple as that. Follow Sigege on [LinkedIn](#) and [Twitter](#), and follow Hero on their [Facebook](#), [Twitter](#) and [Instagram](#) feeds for the latest updates.

**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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