

Up close with *The Next Brand Ambassador* winners



By [Juanita Pienaar](#)

21 Nov 2019

Sharadel Reddy, Chase Geyer and Mpho Monareng proved that they have what it takes to step into the competitive marketing industry when they were crowned the winners of the debut season of SABC3's *The Next Brand Ambassador*.



Sharadel Reddy, Chase Geyer and Mpho Monareng were crowned the winners of the debut season of *The Next Brand Ambassador*. Image supplied.

The trio's tactical, creative and critical approach to problem-solving and creativity saw them beat out their fellow top five contestants Porschia Kim Pedro and Cebo Mpanza during their final challenge at the Capitec Live Better Talk event in Cape Town on 24 October. Soon they will be stepping into their new roles within Capitec's marketing team. We caught up with them to learn more about what the competition experience was like for them and what they are most looking forward to from their new roles.

■ **What motivated you to apply and what did you most and least enjoy?**

Reddy: I've always had this inherent need to help and inspire people. I believed that a platform such as *The Next Brand Ambassador* would give me the weight needed to make the process way more impactful and possible.

I loved the entire experience. This being from regional selection to the national Top 12. The highs and lows somehow allowed me to evolve and flourish.

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Who knows this statement ➡ "you can't sit with us"? I know this statement all too well. I experienced it in my personal and professional life. The culture of exclusion has to stop. Capitec focuses on inclusivity. The brand aims to empower and inspire individuals to do more and be more. Capitec adopted the "you can sit with us" culture & that's what the Brand Ambassadors aim to promote. Door opening, I got you SA 💎💎 #southafrica #bethebrand #capitec #brandambassador

A post shared by Sharadel Reddy (@sharadels_spaces) on Nov 13, 2019 at 11:27pm PST

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Geyer: I actually only saw the ad for the show 30 minutes before the deadline at 23:30 at night. It was completely spontaneous but I thought it looked like an incredible opportunity and something I would enjoy participating in. I quickly changed my clothes, made the 1-minute video and sent in my application 5 minutes before the deadline. It just goes to show, take a chance, because you never know what could happen.

I enjoyed how the show forces you to take a very holistic approach to marketing. You had to focus on every aspect in-depth, from creative to strategy. This helped me become more well-rounded.

I won't lie, I did not enjoy the constant grilling, even though it did help push us beyond our limits. After a few weeks, it became rather taxing. That said, it was that constant push and criticism of our skills that forced us to bring our best every single week.

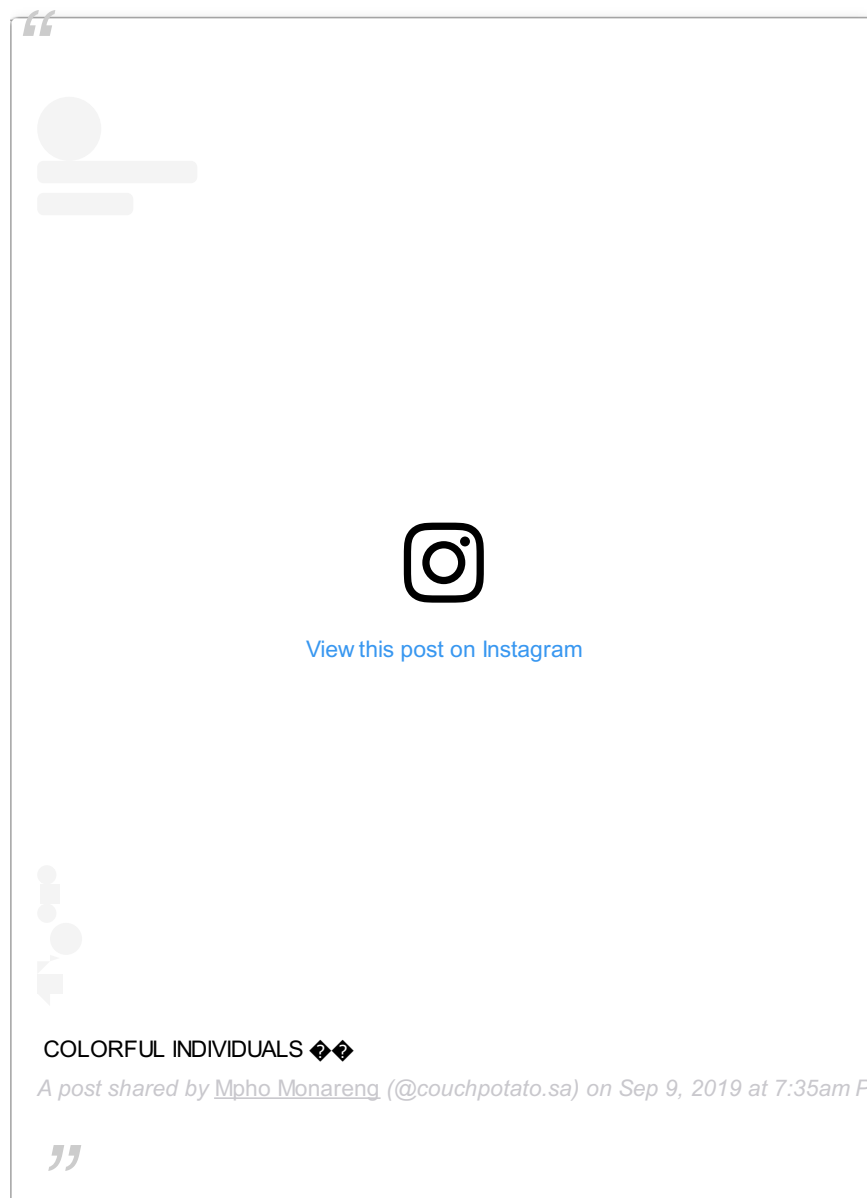
Monareng: I wanted to get out of my comfort zone. I felt like I had been in the industry for too long and I wanted fresh ideas, fresh thinking and a fresh mindset to marketing. I most enjoyed meeting and connecting with new marketeers and what I least enjoyed was all the fights that happened in the house.

📊 **What are you most looking forward to from your new role?**

Reddy: I am looking forward to challenging myself and those around me. I am focusing on the change I can bring to South Africa. I will create a 'door opening culture' and change the occupational environment for young professionals like myself.

Geyer: I am looking forward to representing the brand. Embodying the values of Capitec and sharing those values with others. This is an important role, as you have the power to inspire and influence others. I love uplifting people and this platform will help me to do just that.

Monareng: I am looking forward to elevating and bringing fresh marketing ideas to Capitec. I know the bank is doing very well with everything that they're currently doing, but I would like to be part of their growth and determination to change people's lives, so I am really looking forward to bringing ideas that will be valuable to the business while also changing people's lives in the process.



📊 **Who are the mentors you most look up to?**

Reddy: I have three prominent mentors professionally and personally:

- My mother: My mum has guided and supported me in every way possible. All my victories are owed to her. I wouldn't be where I am today if not for her.
- Dr Theletsane: This gentleman is a superior academic and lecturer at Stellenbosch University. I was blessed to work with

him in 2015. The humility, intelligence, dedication and his overall leadership skill inspired me to be more and do more.

- Odette Van de Haar: An idol, an inspiration, and the epitome of who I could be through hard work, resilience and dedication. Odette's commitment to uplifting those around her inspires me.



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Geyer: I have had some incredible women in my life that have taught me essentially everything that I know. These women have shaped me to be the man I am today and I will forever be grateful to them.

Monareng: I have had a mentor for a long time, named Theo Van Breda, former CEO of Mondi papers. He has helped me with all of my businesses and I really owe a lot to him. I look up to people like Thebe Ikalafeng in the marketing space and I have read a lot of books from Muzi Kuzwayo, which have really inspired me. But, essentially, all people who want to bring change inspire me in some way.

📺 **Now that you're in the spotlight, share a few tips for youngsters looking to follow in your footsteps.**

Reddy: My advice to the youth:

- Don't be defined by systems and structures. Allow your individuality to flourish and develop. The only way we can start the revolution that's needed is if we begin with ourselves.
- Use every single opportunity to grow. The level of which you are able to grow determines your level of power. Do not stop growing!
- Listen. Listen to everyone and everything. Develop the skill to listen, sort relevant information, strategize and then act. Information is power.

Geyer: Always stay true to yourself. Find your passion, focus on it and develop your skills. Always be willing to learn from others and surround yourself with people that make you want to be better and perform at your best. Uplift those around you and they will uplift you. These are the values that I have lived by and they seem to be working.

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Pre boardroom moments 💎💎 #bethebrand #TBNA #marketingdigital
A post shared by CHACE (@the_chace) on Oct 7, 2019 at 9:07am PDT

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Monareng. First and foremost, fame does not pay. Rather concentrate on your career and making money rather than chasing fame. Fame is just a glorified position that doesn't pay, so keep focused on your goals and hustle as much as you can to make your dreams a reality, without distractions.

For news and updates follow The Next Brand Ambassador on [Facebook](#) or [Twitter](#) and you can also follow [Reddy, Geyer](#) and [Monareng](#) on Instagram.

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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