

Creatives on lockdown

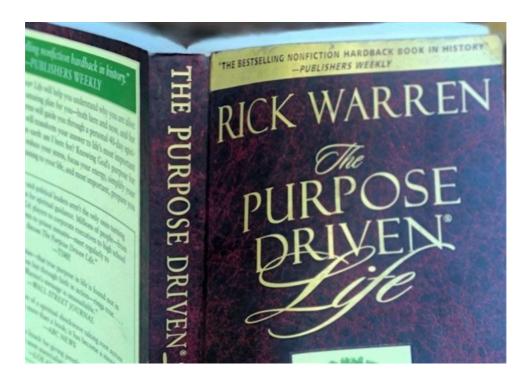
Issued by <u>Dentsu</u> 14 May 2020

Isolated, but not alone. Locked down, but still thinking outside the box. Covid-19 is a complicated challenge, but a few DAN SSA staff members shared their inspiring ideas on how to stay positive.



Revina Acheampong PR and communications specialist, DAN Ghana

I'm reading... actually, rereading Rick Warren's The Purpose Driven Life.



I'm learning... new things via the Skills Academy on Workday.

I'm working... with the Dentsu team to unpack client briefs and check in with each other to make sure we're all okay.



I'm cooking... with my mum, who lives with me. She usually does the cooking, so it's fun being able to spend time together in this way.

I'm missing... church. I'm very 'churchy', but I sing, dance and play music in my own space.

Lana Marais

Regional client service director, DAN SSA

I'm staying connected... with video calls, so I feel more in touch with others. We are so lucky to have the technology. I feel grateful to have so much.

I'm using routine... to manage my workload, kids, me-time and domestic chores.

I'm compiling... a post-Covid bucket list. Every time I find myself thinking about a place or a person or an activity I could be doing right now, I make a note on my phone so that I can make it happen before the end of 2020.

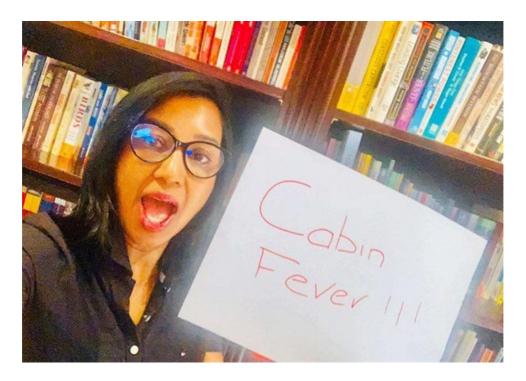




I'm watching the world... from my home-office window, which faces the road. When I see the occasional car passing by, I can't help wondering what essentials that person needed.

Koo Govender Chief executive officer, DAN South Africa

I'm relying on... apps like WhatsApp, FaceTime and Houseparty to stay connected with family and friends.



I'm not missing... sitting in traffic for hours.

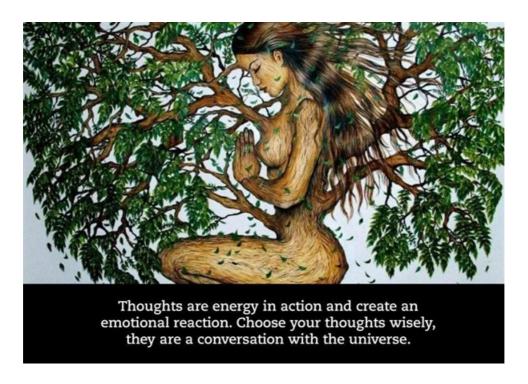
I'm loving... cooking for my husband and sons and trying out new recipes.



I'm focusing on... what I can control. I am grateful for what I have and I look forward to reconnecting with friends and family in the future.

Delicia Arjunan Strategic account manager, Vizeum

I'm prioritising... mental health by enrolling in <u>The Science of Well-being</u> course developed by Yale University. (Thank you, Clare from Carat, for the recommendation.)



I'm staying informed... by consuming a great deal of information so that I can stay abreast of the latest news. It's also an important exercise to interrogate the content to ensure that it's credible.

I'm encouraged... by the spirit of collaboration at DAN, as well as the willingness to share content.

Cheryl Steyn Executive assistant, DAN SSA

I'm realising... that lockdown isn't as easy as I thought it would be, so I'm thinking carefully about my lockdown strategy.

I'm exercising... at least once a day. I do an aerobics class for the elderly ladies in our complex. We do them on garden chairs. Jane Fonda, you've got nothing on me!

I'm enjoying family time... which has become a mini Masterchef challenge. My son, Caylem, won this week with his 'Love Bunny Chow', making do with the ingredients we have.



Kelly Moses
Regional Communications and marketing manager, DAN SSA

I'm jamming... art jamming, that is. I've always wanted to test my artistic skills and since I had the supplies, my boyfriend and I had an art jamming session, accompanied by red wine. I discovered that there's a Picasso inside everyone.





I'm getting out...even if it's just to the garden to put a chop and mealies on the braai. For an extrovert like me, this kind of activity is essential for my mental well-being.

I'm reaching out... to friends, family and colleagues. Family group chats and WhatsApp groups have really helped me to stay positive and bridge the gap. I think I'm actually connecting more with friends and family, and it has deepened my appreciation for what I have.

Watch: The Fresh Living team were not to be outdone and tested their TikTok skills. Their video is just happiness in a peanut-butter jar.

You'll have to watch the video to see what we mean.

@freshliving_pnp ##dontrushchallenge with the Fresh Living Team ##dontrush ##FLLockdown ##FLGrams ♪ original sound - slimgirlsupreme

- * The new frontier: Al-driven marketing in the digital age 30 Apr 2024
- " Chantel Harrison elevates to managing director role at iProspect South Africa 19 Apr 2024
- iProspect dentsu South Africa triumphs at South Africa Smarties Gala Awards Ceremony 18 Apr 2024
- * Does anyone know what content is any more? 16 Apr 2024
- * Cannes Lions has unveiled its latest cohort 11 Apr 2024

Dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future dentsu opportunities in the sustainable economy. Taking a people-cantered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com