

#ACACelebratingDiversity: Going for Gold with Alistair King and Sydney Mbhele

Watch and listen to Alistair King, CCO and founder King James Group one-on-one with Sydney Mbhele, chief executive brand, Sanlam Group, on their recent campaign which brought home gold for The Olympian. The campaign was a groundbreaking creative solution that allowed SA gymnast Caitlin Rooskrantz to be the only athlete the world saw go through her routine in 2020 at the exact time she would have performed at the Tokyo Olympic Games.

Hosted by Rutendo Nyamuda, the discussion touches on topics such as the role of the communications industry and confident brands to be the storytellers and economic drivers behind greater inclusivity in the creative and other sectors - this being the third of our 6-part series of discussions around the value of diversity and inclusion in the SA ad industry - made possible by the ACA.

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