

The new agency talent directive

By [Alistair Mokoena](#)

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*An integration of skills and business-focussed execution is what **Alistair Mokoena**, managing director of Ogilvy & Mather Johannesburg, expects in 2016.*



Alistair Mokoena

1. What are the key trends for the year 2016?

TREND: Goodvertising meets technology: Campaigns that use purpose-driven, technology-enabled ideas to make a difference in society.

TREND: Using multipurpose talent to right-size agencies: Individuals who possess both traditional and digital advertising experience AND individuals who can act as both a strategic planner and a creative AND individuals who can act as both a strategic planner and a project manager.

TREND: A shift from account management to project management. Flawless execution with a business focus.

2. Your 'game changer' trend?

All of the above

3. How will you keep yourself and your team inspired?

Understanding society's problems and making it our business to solve these is not only inspiring, but most fulfilling.

4. What is your core strategy for nurturing creativity and surfacing innovation?

Solving society's problems keeps you relevant, and relevance attracts and retains top talent. There's nothing worse than being irrelevant and invisible.

5. What do you hope to see less of going into the New Year?

I hope to see fewer emergency briefs in 2016 that require an emergency solution. Don't get me wrong, I appreciate the scope of opportunities, however I prefer to plan properly and be less reactive. It makes for better work.

6. What do you hope to see more of in 2016?

I hope to spend a lot more time working with ideas in 2016 than with people issues and relationship problems. More creativity and less psycho-therapy.

7. What advice do you have for the industry?

Build strong authentic relationships and nurture these. Give value back to clients. Do not be shy to take a leaf out of corporates by driving operational efficiencies. Learn to do more with less.

8. How do you keep up with current trends?

I read, I listen, I observe and I imagine.

**Alistair Mokoena was interviewed by [Louise Marsland](#), Bizcommunity.com contributing editor & BizTrends 2016 Trend curator & editor.*

ABOUT ALISTAIR MOKOENA

Alistair Mokoena is Managing Director of Ogilvy & Mather Johannesburg. Mokoena has agency and brand experience spanning 17 years. He has held marketing positions across various consumer brands, including Mondelez, SABMiller, Tiger Brands and Unilever. He joined ABSA Bank as Head of Marketing: Retail and Business Bank, founded his own marketing consultancy, Birds Eyeview and, in 2013, was appointed MD of FCB Johannesburg. He joined Ogilvy in 2015. He holds an MBA as well as a BComm and LLB degree from Rhodes University. He also completed a Management Development Programme at UCT's Graduate School of Business and is recognised as a Charter Marketer through The Marketing Association of South Africa.

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