

# A video interview w/ Vodacom's Zinhle Modiselle

In this video, Nyiko Chauke of Marketing Fridays interviews Zinhle Modiselle, executive head of brand marketing and communications at Vodacom about this year's summer campaign, #SummerGigs.

“ For us at Vodacom, summer is that quintessential South African time. South Africans don't go on holiday, they go home. Summer is the time to connect back to who you are and where you're from... And data is life; data is what makes this possible! ”

For more:



#NewCampaign: Vodacom #SummerGigs

Jessica Tennant 27 Nov 2018



In case you missed the previous #MarketingFridays video interview:



#MarketingFridays: The new world of black consumerism

19 Oct 2018



Share your thoughts with Nyiko at [nyiko.chau@gmail.com](mailto:nyiko.chau@gmail.com). Follow [#MarketingFridays](#) on [Facebook](#), [Instagram](#) and/or [Twitter](#).