

# #BehindtheSelfie with... Bongani Chinkanda

By [Leigh Andrews](#)

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This week, we find out what's really going on behind the selfie with technophile Bongani Chinkanda, business and strategy director at Elevator.



Chinkanda on the move...

## 1. Where do you live, work and play?

Born and raised in Malawi and later schooled in Harare, Zimbabwe and South Africa, I now live in Johannesburg North, work in Dunkeld and play in Johannesburg South/Soweto.

## 2. What's your claim to fame?

Being a mass and middle market specialist.

## 3. Describe your career so far.

I started off in FMCG as a trade marketer then went on to launch my own activations agency called Dzuwa Media as a promotional goods supplier in the Malawian and Zimbabwean markets. This grew into a brand activations agency with a mass market focus in Namibia, Botswana, and South Africa in 2010. Last year, Dzuwa merged with Stretch Marketing to further extend its middle and mass market offering and now I am business and strategy director at Elevator.

#### **4. Tell us a few of your favourite things.**

Spending time with my family – especially my three sons, running, hiking and reading all things business.

#### **5. What do you love about your industry?**

We are an ideas factory – no brief is ever the same.

#### **6. Describe your average workday, if such a thing exists.**

Wake Up. Create. Succeed or fail. Learn. Sleep. Repeat.

#### **7. What are the tools of your trade?**

With a Macbook and iPhone I am sorted.

#### **8. Who is getting it right in your industry?**

[Joe Public](#) and [M&C Saatchi Abel](#).

#### **9. List a few pain points the industry can improve on.**

Crafting ideas that are South African. We need to define what being South African is and build exciting campaigns on that insight, beyond race and gender.

#### **10. What are you working on right now?**

Taking our new offering, Elevator, to the market.

#### **11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.**

Curated content, owned vs paid-for content.

#### **12. Where and when do you have your best ideas?**

On my 5am run.

#### **13. What's your secret talent/party trick?**

Taking every day experiences and creating a brand story.

#### **14. What would we find if we scrolled through your phone?**

Why would one let you do that?! Seriously: client communication, family pictures and lots of WhatsApp group chats.

#### **15. What advice would you give to newbies hoping to crack into the industry?**

Love Ideas! The rest will take care of itself.

Simple as that. [Click here](#) for more on Elevator and be sure to follow [Chinkanda](#) and [Elevator](#) on Twitter and [Instagram](#) for

the latest updates.

*\*Interviewed by [Leigh Andrews](#).*

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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