

## Prof Kole Omotoso and Vodacom's YeboGogo star dies



21 Jul 2023

Professor Kole Omotoso, widely recognised as the face of Vodacom's long-running *YeboGog*o advertising campaign died this week aged 80.



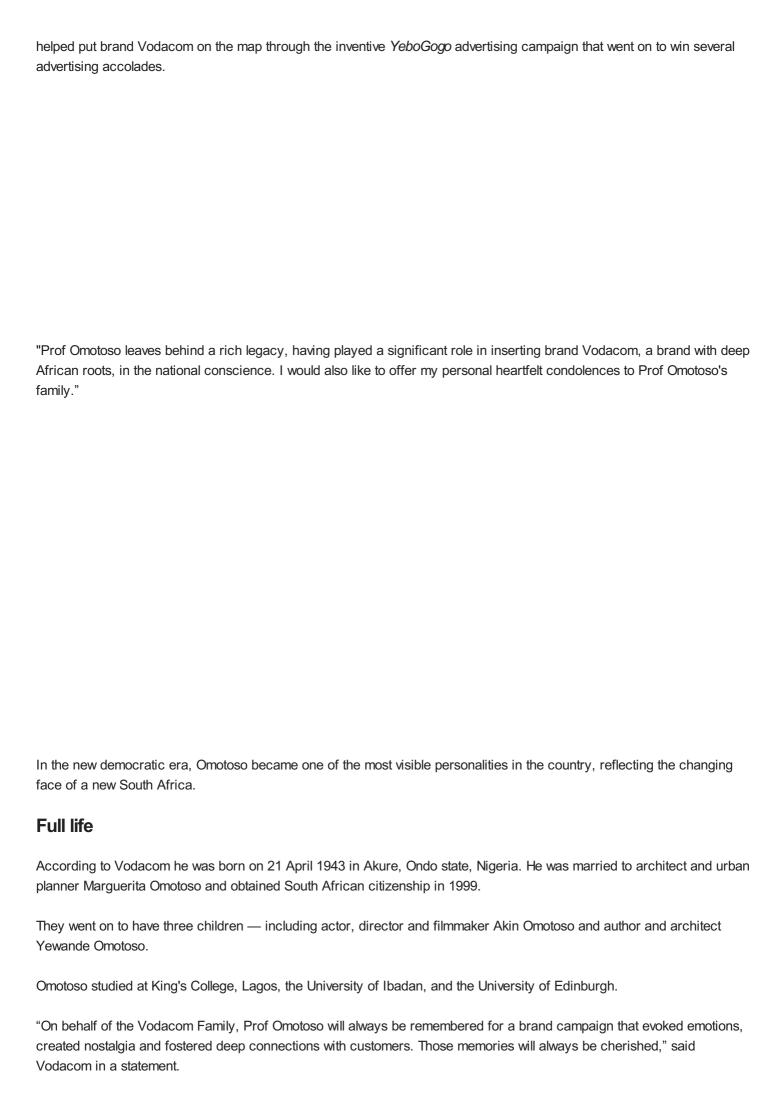
The professor died on Wednesday at 80.

The news was confirmed by Vodacom on Thursday.

Omotoso is well known as "the Yebo Gogo man" who starred in Vodacom's adverts which dominated screens in the early 1990s and early 2000s in South Africa.

## Respected

Vodacom Group CEO Shameel Joosub says: "We are deeply saddened by the news of the passing of Prof Omotoso, who is one of the country's respected academic and playwrights. At Vodacom, we remember him as an iconic figure who



## ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SMag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

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