

#BehindtheSelfie with... OFYT's Josie Gailey and Louise Newman

 By Leigh Andrews

2 Oct 2019

This week, we go behind the selfie with Old Friends Young Talent (OFYT)'s junior art director Josie Gailey and digital copywriter Louise Newman.



Gailey and Newman work hard and play hard together.

1. Where do you live, work and play?

Gailey: Originally from the Eastern Cape, I've just recently left my larger-than-life balcony in Long Street, to move to the quiet suburban life of Vredehoek. I'm a true festival fairy, so you can find me frolicking in and around the city. I stay away from the burbs. No shade.

Newman: I live and work in Cape Town and play anywhere that guarantees a cheesy hit to sing along to!

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Totally out of tune 💎💎 but aesthetics > functionality
#London #Summer #vacation #holiday #tourist #flowers #coventgarden #piano
#spotted

A post shared by [Louise Newman](#) (@louisenewman1) on Jul 29, 2019 at 12:45pm PDT

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2. What's your claim to fame?

Gailey: I'm a 'little human with a lottle sass'. An aspiring artist and filmmaker since 11-years-old, I was an 'influencer/YouTuber' before South Africa even knew what that was. Some of my videos racked up over a million views, but I've packed up my selfie stick and 'retired' from that now.

Newman: I'm secretly a Disney Princess. No really, I'm constantly breaking into song like my plotline depends on it – the OFYT team secretly loves it. Armed with a flawless Aussie accent on demand, I apologise in advance for getting that song stuck in your head.

Ironically, I do have a background in musical theatre, so I also write and perform musical comedies.

3. Describe your career so far.



Lift life!

Gailey: I started at OFYT as a creative intern on their graduate programme when I was fresh out of high school, at the ripe age of 18 – I had no clue how to use the Adobe Suite. I count my lucky stars every day!

Newman: Unconventional. Having graduated with a BA Live Performance from AFDA in 2016, I discovered my love for song- and script-writing.

Fast-forward a few years and an original script later, I danced my way (literally) into OFYT to join the digital team as a copywriter.

4. Tell us a few of your favourite things.

Gailey: My iPad and Apple Pencil. GAMECHANGER.

Newman: Raindrops on roses and whiskers on kittens. But also breakfast food and show tunes.

“

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Za'tar, the newest addition to the Haddad's ♦♦♦♦

A post shared by [Josie Gailey \(@josieeposie\)](#) on Dec 16, 2017 at 7:11am PST



5. What do you love about your industry?

Gailey: I'm literally selling dreams.

Newman: I've always loved writing, this industry is a place I can productively channel my creativity.

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

Gailey: Either ploughing through 10 briefs in a day, or sitting on one for six months. There is no in-between.

Newman: Lots of coffee – the only thing that remains unchanged in my day.



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Am I a blogger yet? @louisenewman1

A post shared by [Josie Gailey \(@josieeposie\)](#) on Jun 12, 2019 at 5:57am PDT



7. What are the tools of your trade?

Gailey: My Adobe files are labeled perfectly, with 0 missing links. Fight me.

Newman: Problem solving, out-of-the-box thinking and the ability to tell a story that people want to connect with.

8. Who is getting it right in your industry?

Gailey: Brands that understand their target audience and what they would like to see. True relatability. Putting aesthetics first.



OFyt Gotz new talent

Leigh Andrews 20 Sep 2016



Newman: Those creating truly honest and relatable South African stories.

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

Gailey: They want disruption, but when you give them disruption, it's too disruptive. Take more risks!

Newman: Yes, I think brands in South Africa need to be more willing to take risks!

10. What are you working on right now?

Gailey: Myself.

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Swipe for a surprise ➡️ ➡️ ➡️ #agencylife #OFytAgency #OFyt
#AdAgency #officedesign #canteen #Design #colours

A post shared by [We're Old Friends Young Talent \(@ofytagency\)](#) on Sep 10, 2019 at 4:37am PDT

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Newman: A digital launch campaign, and a “crazy” radio spot.

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

Gailey: “Disruption”, “Mid-scroll”, “diversity”. “I want to vomit” – me whenever any minor inconvenience occurs.

Newman: Human truth, disrupt, cut-through.

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

Gailey: I couldn’t pinpoint it if I tried.

“



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We didn't know how deeply we could feel the loss of a light we never knew, until today. Today we honour you @uynene ❤️👉 #AmINext

A post shared by [We're Old Friends Young Talent \(@ofytagency\)](#) on Sep 3, 2019 at 1:48am PDT

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Newman: Usually right before I fall asleep – I keep a notepad next to my bed.

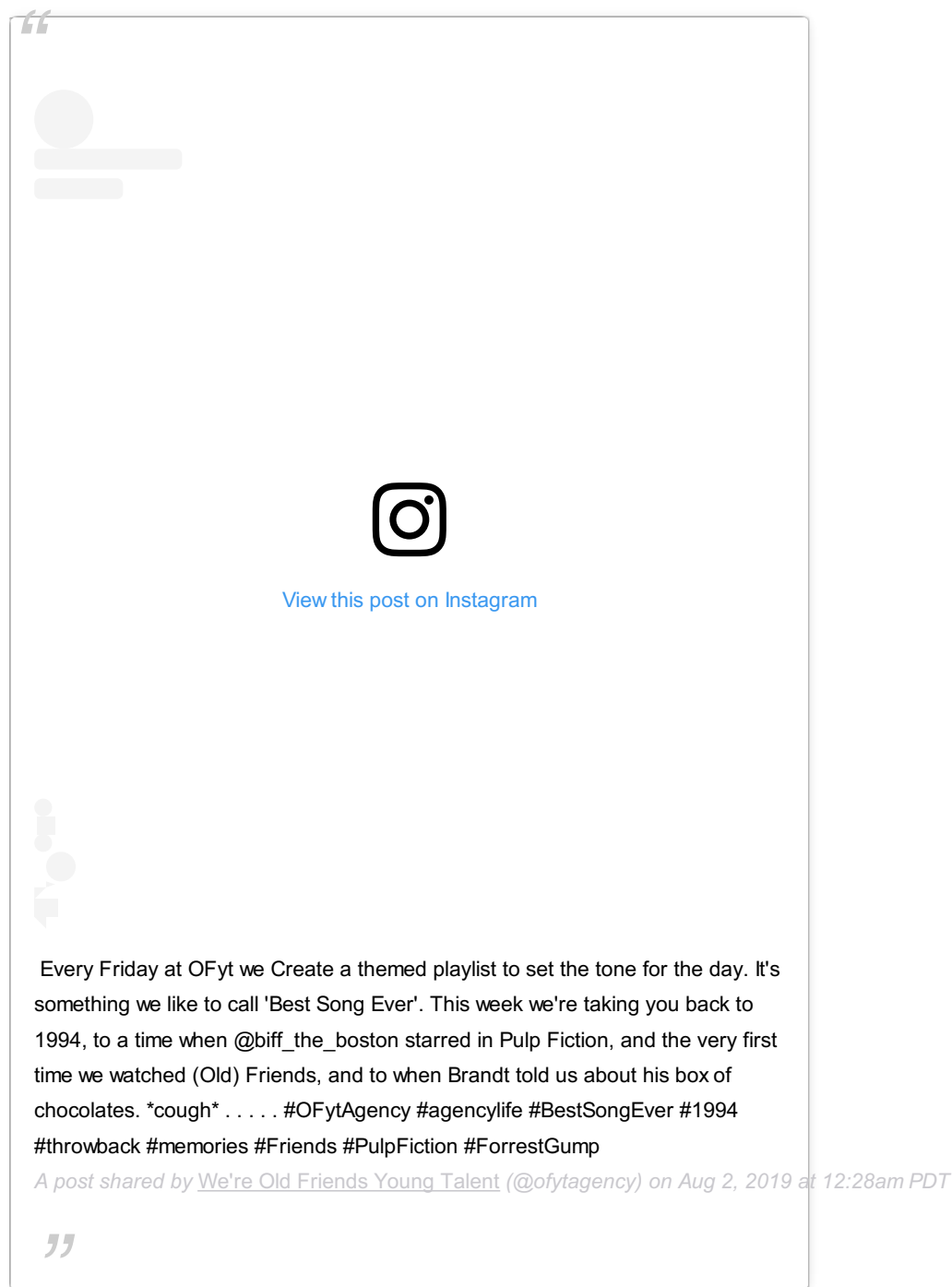
13. What’s your secret talent/party trick?

Gailey: I can whistle like a bird. My cat loves it.

Newman: I can whip out pretty much any accent on demand. #HumbleBrag

14. Are you a technophobe or a technophile?

Gailey: I love and hate technology at the same time. But as a designer, I'm a technophile for sure.



Newman: Though I wish it weren't true — a technophile.

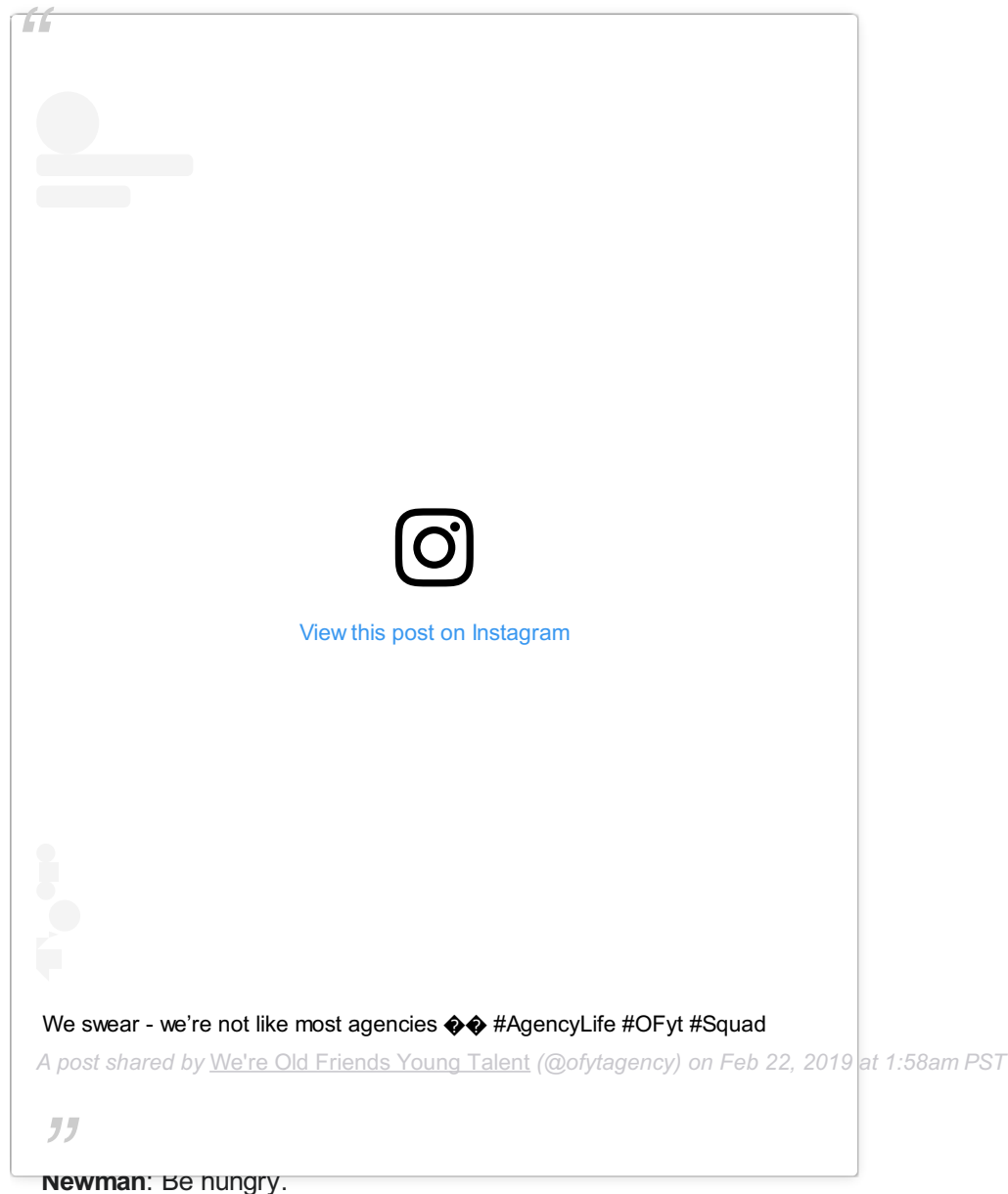
15. What would we find if we scrolled through your phone?

Gailey: Screenshots, cats, food.

Newman: Really low-angled, as-unattractive-as-possible selfies and screen-grabbed recipes, usually something drenched in chocolate.

16. What advice would you give to newbies hoping to crack into the industry?

Gailey: Work hard. Also, use the knowledge you have of your generation, to help these oldies learn how to market to us. It ain't easy for them, but we know what we want to see.



Newman: Be nungry.

Simple as that. Follow [Gailey](#) and [Newman](#) on Instagram; and OFYT on their [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#) feeds 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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