

# Karabo Denalane on advertising in such a time as this

 By [Jessica Tennant](#)

14 Nov 2017

A year and a half since being appointed CEO of TBWA\Hunt\Lascaris, Karabo Denalane explains why "there's never been a better time to be in the industry."

## ■ **Comment on the current and future state of the industry.**

Having spent most of my professional life in advertising, I've benefitted from seeing the various cycles of change; from when agencies owned it all, to the rise of specialists and integration. Now that I'm leading a business which seeks to connect and influence consumers living in a 'connected' world, myself and my team have been given a new lease on life as we are ultimately unlearning and relearning every day. At Hunt Lascaris, we keep ourselves honest by rallying behind our disruption operating system, which basically challenges ourselves and our clients to constantly change the status quo and fast track the rules to achieve true disruption. So there really isn't a better time to be in the industry.



Karabo Denalane

## ■ **What's at the top of your to-do list?**

Talent. A large part of my business is making sure that we have the right talent and that they are challenged, energised, and that they are growing and have a place that they can express themselves creatively.

## ■ **What are you currently reading/listening to/watching for work?**

Unfortunately I don't have much time to read lately. I listen to house music to get me through the day, and I've been watching the 2017 Cannes archive reels for inspiration.

## ■ **What do you love most about your career?**

I love the fact that I get to work across industries – from banking to telecoms, and even arts and culture. I also love that I get to work with many different kinds of people, with very different backgrounds, beliefs and outlooks. It makes for good entertainment! Oh, and I am also lucky because my job allows me to travel all over the world!



**#NewCampaign: TBWA, Joburg Ballet launch series of little ballets inspired by big social stories**

Jessica Tennant 6 Oct 2017



## ■ **Tell us something about yourself not generally known.**

Growing up, I was a really great skateboarder and I recently got back into it – so yeah, you can catch me skateboarding on some weekends.

## ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. [marketingnews@bizcommunity.com](mailto:marketingnews@bizcommunity.com)  
■ Have You Heard's in\_Broadcasting launches conference series - 23 Nov 2021

- Kantar study looks at changing media consumption - 22 Nov 2021
- #Loeries2021: Grand Prix winner Joe Public United's 'Unity Laces' for Converse - 19 Nov 2021
- #Loeries2021: Grand Prix winner Havas Creative Middle East's 'Liquid Billboard' for Adidas - 18 Nov 2021
- Carl Willoughby comments on TBWA and Toasted Samish's Pendorong Umpetha win - 16 Nov 2021

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>