

#BehindtheSelfie with... Andrew MacKenzie

 By Leigh Andrews

6 Jul 2016

This week, we find out what's really going on behind the selfie with Andrew MacKenzie, MD of Boomtown, the brand agency behind such #MandelaMonth-relevant campaigns as the rhino horn consumption [demand reduction](#) campaign in Vietnam and fundraising for the [inaugural Qhubeka 5000](#).



This photo means a lot to Andrew, it was during his first meeting with the Boomtown team as MD!

1. Where do you live, work and play?

MacKenzie: I live in the Friendly City of Port Elizabeth, I work across southern Africa, and I play off the beaten track, in a pair of trail shoes or on a mountain bike.

2. What's your claim to fame?

MacKenzie: Living for creativity and owning a few rescue animals.

3. Describe your career so far.

MacKenzie: It's just getting started!

4. Tell us a few of your favourite things.

MacKenzie: Beating the odds. Wide open spaces. Ice cream on a hot day; a warm fire on a cold one. A cold beer and a chop off the braai.

5. What do you love about your industry?

MacKenzie: That creativity has a way of surprising even the sceptics amongst us. The energy is addictive, and I don't have to wear a tie.

6. What are a few pain points your industry can improve on?

MacKenzie: Egos – there are a lot of them in advertising. Also pitching, agencies prostitute themselves through pitches.

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

MacKenzie: There is no such thing as an average day in advertising!

8. What are the tools of your trade?

MacKenzie: My MacBook, iPhone, a firm handshake, a friendly smile, knowledge, an open mind, and the ability to listen.

9. Who is getting it right in your industry?

MacKenzie: With leaders like [Pepe](#) and [Mike](#), Joe Public and M&C Saatchi Abel are nailing it.

10. What are you working on right now?

MacKenzie: Ooh, I can't tell you that, it would let the cat out the bag.

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

MacKenzie: VR, it appears it is the next big thing after big data. Branded content also seems to be the new thing, but shouldn't all content be brand-aligned?

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

MacKenzie: The great thing about creativity is its spontaneous nature, ideas can come to you anywhere, and at the most random of times.

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

MacKenzie: I take my kit off when I've had one to many, please don't test me on this.

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

MacKenzie: A lot of music, I love eighties music. Yes, I'm weird like that.

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

MacKenzie: You have to love this industry, and I mean *really* love it. What you put in, you will get out, so put in everything you have.

Simple as that. Follow [Boomtown on Twitter](#) or visit their [press office](#) for more information.

**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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