

#BehindtheSelfie with... Masego Motsogi

By [Leigh Andrews](#)

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This week we find out what's really going on behind the selfie with sometimes-skeptical technophile, Masego Motsogi, MD at Ninety9cents' (99c), a new Johannesburg agency, which opened its doors on 1 March 2017.



Motsogi's in the driving seat.

1. Where do you live, work and play?

Joburg, Joburg, mostly Joburg.

2. What's your claim to fame?

I'm a bit of a fixer – whether it's through brainy or brawny work, I aim to fix.

3. Describe your career so far.

It's been fun, enlightening, and tough at times. I've had the opportunity to work with some exceptional minds and produced some OK work in places but some pretty amazing work, too.

4. Tell us a few of your favourite things.

Hmmm, I'm big on music – house, kwaito, electronica, jazz, pop, RnB. I collect it all – on iTunes, CDs and vinyl. I love, love, love sunglasses. My baking skills are second to none, so of course I love to bake!

5. What do you love about your industry?

The fact it has the potential to influence and impact popular culture for the better. And the people are generally great people.

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

Get in, check what's happening, check in with a few people, meetings, check emails, make a few calls, do rounds and catch up with everyone else I need to catch up with, make more calls, respond to emails, meetings, report back...

7. What are the tools of your trade?

My phone – 12 years ago it would have been my Filofax, as well as my MacBook and my trusted notebook.

8. Who is getting it right in your industry?

99c is, that's why I am with them. The people. The work that works. And many other things that make it work like a mean machine.

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

We need to take time to train and mentor youngsters entering the industry; we need more women in leadership positions – that we are impacting on a certain section of societal culture means that views need to be balanced; and then, of course, transformation needs to be implemented practically.



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10. What are you working on right now?

Stay tuned. We will let you know in good time.

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

I would like to think that I'm not much of a buzzword user. Insights. Let's not use that word if that 'insight' is based a quick search on the net!

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

When amongst people who are not afraid of their thinking being challenged – at home, in the streets, in the office.

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

Loads and loads of music; pics of my family and friends, and a lot of apps, many of which I hardly use.

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

Pay attention, stay focused, learn how it works and learn well, have a goal in mind, be persistent and, equally important, harness your emotional intelligence.

Simple as that. You're welcome to [email Motsogi](#), visit the [99C press office](#) for more and be sure to follow them on the following social media channels for more: [Twitter](#) | [Instagram](#) | [Facebook](#)

**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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