

Loeries 2014: All business Vlismas at the DStv Seminar of Creativity

 By [Beverley Klein](#)

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John Vlismas, comedian and businessman was a surprise speaker at the DStv Seminar of Creativity on 19 September, held in the beautiful City Hall in Cape Town.

The man was all business during his presentation, with believe it or not, not one c**k joke, yet he still managed to have the audience in tears with his down-to-earth business approach and witty analogies.



We live in a shared world

So why was he there? Well Vlismas has been managing a company called Whacked since the 1990s. What started as a fax machine in the spare room booking gigs for comedians, has evolved into a full-fledged creative agency. Apart from being a comedian, Vlismas is also a well-known producer and director in the creative scene.

His main message during his speech was that we are all human, so treat each other like one. If an agency and its client has no sense of superiority towards one another, there can be a creative relationship where everyone is equal and happy. He urges people not to hang onto structure, to think outside the box and make dreams reality.

According to Vlismas we live in a shared world, where everything we do is online and out there for everyone to see, whether it's photos on Facebook or catching in on what's trending on Twitter. Everything we do is available for the masses to view.

One of the main parts of Vlismas' presentation was his 'Myths we are raised to believe'.

Here are the four he mentioned:

- "Big" is best
- I'm not a "creative"
- Hip is creative
- Creative = Chaotic

Vlismas sees the industry as a lot of people trying to fit in with the times, whether it's what they wear, how they speak, the ideas they have and the places they hang out.

He says that advertising has been missing that human element, and companies need to look back and tell the brand's story in order to impact their audience. As he says "If you don't feel it, there's something wrong."

Bizcommunity's BizTakeouts TV crew caught up with Vlismas to chat about the Loeries being politically incorrect and what his company is up to.

ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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