

Lee Curtis



By Louise Marsland

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Lee Curtis is General Manager of Posterscope SA. He will drive the overall day-to-day management for the strategy and planning teams. His main task is to develop new business alongside the management team. With 13 years industry experience and 10 years being spent in the Primedia-Unlimited stable as the Sales and Marketing Executive, he brings a wealth of retail knowledge to Posterscope.

Q: What is your main business challenge?

A: We need to position Posterscope as a specialist out of home (OOH) partner to anyone in the media and advertising industry. Clients, agencies and media owners can benefit from the bespoke planning tools, in depth information and knowledge that allows us to deliver complete OOH solutions.

Q: The biggest trend to note in your industry?

A: The number and size of digital screen networks will continue to expand. The market has reached a point where certain media owners, agencies and clients have a good understanding of the advantages these networks offer and how to derive maximum value. A key challenge will be to demonstrate how the static and digital networks can work in unison as an extended platform for clients.

Q: How will convergence impact on agencies and media in the industry?

A: Convergence will drive a mind-set shift that requires agencies to take a holistic approach to media where digital is not seen as a separate silo but as an all-important channel that links and amplifies all other media choices. This will mean that agencies need to come together at the onset of briefing stage to ensure convergent plans and channels are delivered.

Q: Most important attribute needed to do your job?

A: The ability to manage a team and drive new business, while developing a deeper understanding of the OOH industry and how it fits within the total media landscape. The willingness to learn, adapt and innovate as the media landscape changes, with particular reference to digital and the integration with other media channels.

Q: How will you make an impact?

A: By ensuring we have a well skilled and happy team operating across all offices; by driving innovative strategies and campaigns for clients and demonstrating value beyond just rate card discounts; and by acquiring new business.

Q: What inspires you?

A: Passion and excellence - I think that in many instances passion leads to excellence. If you are passionate enough about something you believe in, you will go the extra mile to make something special happen.

Q: What are you currently reading for work?

A: The Dentsu Aegis Network has an 'intranet' which gives you access to incredible information, learnings and best practice examples from our businesses across the globe. I have been spending as much time as my role will allow taking some of this information in.

Q: Tell us something about yourself not generally known?

A: I am a bit of a sports/health nut and need to be active regularly to stay sane.

Q: At the top of my 'bucket list' is...

A: Watching an IAAF diamond league athletics event in Europe, followed by a holiday spent exploring Italy.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: Advantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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