

# #BehindtheSelfie with... Lloyd Wybrow

 By Leigh Andrews

4 Jul 2018

This week, we go behind the selfie with Lloyd Wybrow, head of social media at Digitas Liquorice.



Buddy love!

## 1. Where do you live, work and play?

I live in the Mother City and the city is my playground. I work at Liquorice, Africa's leading digital agency, and play on the internet.

## 2. What is your claim to fame?

Twitter: [@ThatYoungBlood](https://twitter.com/ThatYoungBlood)

“ Can we talk about [@Lupita\\_Nyongo](https://twitter.com/Lupita_Nyongo) dancing to Koze Kuse!!! Also those arms yaaaaaaasss! 🐶🐶🐶🐶🐶🐶  
[pic.twitter.com/jsu53oRoJs](https://pic.twitter.com/jsu53oRoJs)— Lloyd (@thatyoungblood) [June 4, 2017](#) ”

Being mistaken for Lupita Nyong'o's dance partner in the Twitter video I shared of her dancing to Koze Kuse.

## 3. Describe your career so far?

I was swept away from a farm in Durban to the Silicon Cape in a tornado... oh wait, that's a movie, LOL. I can't really describe my career so far because it's a constant state of flux. But what I can describe is that feeling when you're working with some of the most iconic clients in South Africa – unreal!

This Facebook post is no longer available. It may have been removed, or the privacy settings of the post may have changed.

#### 4. Tell us a few of your favourite things?

“



A MOOD | GRANDE #Clean #WashedOut #Protea #Coffee #RayBan #GunMetal

A post shared by [Lloyd \(@thatyoungblood\)](#) on Oct 7, 2016 at 10:52am PDT

”

Instagram: [@TheYoungBlood](#)

” And Buddy my dappy,

Scrolling my Insta and hazelnut lattes,  
Sneakers, tattoos and a chain with my late grandmother's rings,  
These are a few of my favourite things...



Sagittarius, half human and half-horse, is the centaur of mythology, the learned healer who forms a

bridge between human beings and beasts. Also known as the Archer, Sagittarius is represented by the symbol of an arrow. #Tattoo #TattooParlour #Sagittarius #Symbols #YoungbloodsTattoo

*A post shared by [Lloyd \(@thatyoungblood\)](#) on Feb 27, 2015 at 4:37am PST*

;

*Music and Rihanna, drinking Redbull my lifeblood,  
Gyming and jamming to Beyonce every time she sings,  
These are a few of my favourite things. ”*

## **5. What do you love about your industry?**

It always flips the script on me, so there's never a dull moment. You're constantly learning and growing, being impacted and making a difference. And the work keeps you on your toes – from campaigns to tactical and everything in between, we have epic clients who allow us to create the most extraordinary work.

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

Ha! It's like a lucky packet, you never know what you're going to get. Some days you get an awesome toy while other days you get a gum ball, but it usually starts with a deep breath and ends with reflecting on the lessons learned. Because what I learn without a doubt applies to the next day.

## **7. What are the tools of your trade?**

My iPhone, my mind, Wi-Fi and the intention to do my best.

## **8. Who is getting it right in your industry?**

There's so many to name but I would say my peers in general, those who blazed the trail alongside myself with regards to social media marketing in an industry that's still in its infancy stages.

I would also give props to my 'lucky number thirteen' team of social media managers at Liquorice who are dedicated, forward-thinking and challenge and inspire me every day!

This Facebook post is no longer available. It may have been removed, or the privacy settings of the post may have changed.

## 9. List a few main points the industry can improve on?

“ It's time we see more representation and diversity in our leaders, our creatives and marketers so that we as an industry can truly understand the culture, nuances and realities of our audiences, so that we market diligently and not flippantly. ”

## 10. What are you working on right now?

That's for me to know and for you to slide into my DMs to find out! [Diving into DMs on Twitter](#) \*Winking Face Emoji\*, but on the real I'm currently working on redefining my agency's social media offering, a personal photography project and my tan. Not to mention a multitude of projects for our awesome clients that you should definitely keep an eye out for.

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

**Buzzwords that need to be spoken in 2018:**

'Smart content', 'Micro-moments', and 'Visualisation'.

**Buzzwords that need to be left in 2015:**

"Millennials".

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

Usually in bed during the witching hour, when my supernatural brain turns on its creativity and the ideas just come to me.

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

Being an *Idols SA top 100* contestant way back when...

## 14. Are you a technophobe or a technophile?

I swing more to being a technophile, but I'm still old school when it comes to communicating with people, a good ol' fashioned phone call over text.

## 15. What would we find if we scrolled through your phone?

I don't even let my best friend scroll through my phone, so chances are nothing. Other than that, shots of curated pictures that find themselves on IG.

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

Be open to learning, it will be your greatest strength! Don't be afraid to fail – you will many times, but seek out the lessons in those failures. Be confident in what you know, work hard until you're able to work smart!

*Simple as that. Follow Wybrow on the following social media platforms:*

[Twitter](#) | [Instagram](#) | [Facebook](#). You can also [click here](#) for more on Digita Liquorice and keep up with their social media updates: [Twitter](#) | [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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