

Dyeshana brings SA perspective to The One Club

 By Pasqua Heard

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Recently appointed to The One Club board, Joe Public's executive creative director Xolisa Dyeshana shares what he aims to contribute to the organisation. Dyeshana's value to The One Club - and particularly his efforts towards [diversity in the advertising industry](#) - was also recognised last year when he served as a [judge for the interactive category](#) at The One Show.



Joe Public ECD Xolisa Dyeshana

■ Congratulations on your appointment to The One Club board. What do you hope to bring to The One Club?

I hope to bring a South African perspective to the table. We have a unique view of the world and a unique story to share. But I also believe we have a lot to learn from other countries, so I'm looking forward to that enriching exchange of ideas and viewpoints.

■ Having been one of the judges in The One Show last year, what do you hope to see more of in the show this year?

The work I saw last year was truly inspiring and each category's winners had their own standout factor or theme, which I found refreshing. Having been part of the Interactive Jury, what stood out for me about the work we awarded was that there was a general theme of technology not being technology for technology's sake, but actually making a real difference in people's lives. That is what I hope to see more of this year.

■ How will The One Club address diversity in the advertising industry?

The One Club is a non-profit organisation, and that is why they are able to give back to the worldwide industry by identifying issues that affect it and contributing towards a solution. Diversity is one of those issues and that is why two years ago, they brought their renowned [One Club Creative Diversity Bootcamps](#) to South Africa. For an entire week, underprivileged students with a desire to get into advertising worked with four top creative directors (two from the US and two from SA) on a real brief for a real client. This is an invaluable opportunity that the One Club has been able to provide to 215 kids over the last two years and we will increase that number even more this year.

■ Comment on a key trend facing the advertising industry currently.

More than ads, content. This is a trend that we're seeing more of, every single year. Consumers are looking for communication that is engaging, entertaining and is ultimately content. The time of thinking of commercials in just the traditional sense is over. And people have become media channels in their own right. It's up to us to make the most of that.

With The 2017 One Show's entry deadline of 27 January fast approaching, we'll be watching out for the creative, innovative and solution-oriented work to come. Read more about Dyeshana's appointment to The One Club board [here](#) and follow him on [Twitter](#). For more on The One Show click [here](#) and follow it on [Twitter](#).

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