

Lesole Kodisang joins Rapt Creative as new strategy director



By [Evan-Lee Courie](#)

29 Mar 2022

Rapt Creative has appointed Lesole Kodisang as its new strategy director with immediate effect.



Lesole Kodisang, strategy director at Rapt Creative

Kodisang boasts an illustrious career, and has worked at – and in some cases headed up strategic planning – at many leading agencies including Publicis, Grey Worldwide, Y&R, DDB SA, TBWA, Ogilvy & Mather and The Creative Council.

■ ***Congratulations on your new appointment! How are you feeling?***

Thank you! I've been feeling good about this appointment ever since the initial conversation with the Rapt Creative team. Rapt is an ambitious agency with a big vision and I feel honoured to be part of a team that is going to drive this agency forward.

■ ***What does your new role entail?***

The most important thing is to help the agency achieve its goals, but that cannot be achieved without developing and growing the agency's strategic talent and offering. Obviously ensuring that we deliver innovative solutions, that have an impact on the bottom line for our clients. It's also critical to driving internal and external collaboration.

■ ***How and when did this come about?***

The guys from Rapt Creative reached out and after a few conversations, we had an agreement. For me, it was a no brainer: I was sold on the culture of the agency, the fact that it is an independent, small but growing agency. Most importantly I was looking for an opportunity to broaden my horizons a bit more having spent the last five years working with

financial services brands.

▣ ***What excites you most about taking on this role?***

The exciting thing is being part of a team that has been put together to drive the agency's vision and goals, and working with young people who are energised by innovative ideas.

▣ ***Tell us about your journey into the industry.***

After obtaining a Diploma in Integrated Marketing Communications from the AAA School of Advertising, I began pursuing a career in the world of advertising and strategic planning. I kick-started my career at Publicis as a trainee planner in 2005 and won the agency's Best Newcomer Award the same year.

Over the last 17 years in strategic planning, I have worked for SA's top agencies such as Grey, DDB SA, TBWA Hunt/Lascaris, Ogilvy, The Creative Counsel, FCB and Wunderman Thompson. Throughout the years, I have built up experience in BTL, ATL, TTL and brand strategy.

▣ ***What do you love most about your career, the industry and what you do?***

I guess I'm captivated by the energy of new ideas and innovative solution. You might work with one client, but you are constantly pushing the envelope trying new things all the time, there's never a moment of comfort, but it's always a fulfilling experience

▣ ***What approach will you take in your role as strategy director going forward?***

In three words, 'exploration and collaboration'. That is, exploring new ideas and territories – always grounded in sound strategic thinking – and collaborating with various partners to bring those crazy ideas to life without losing the strategic focus.

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