



Groovin Nchabeleng

Groovin Nchabeleng is an award-winning South African advertising and marketing guru. He is currently the Executive Chairman of Blueprint Group, a **100% black-owned advertising agency** that has been in business for the past two decades. He is the former CEO of the Leo Burnett Group South Africa / MMS Group – a division of Publicis Worldwide, the third largest communications group in the world with over 65 000 employees in more than 83 countries.

Groovin is regarded as one of the industry's most dynamic players and has won numerous advertising, media and business awards. He is respected across the industry and in business in general for his thought-leadership and building brands.

He holds a Diploma in Advertising and Marketing from the prestigious AAA School of Advertising and majored in Brand Management. **In 1995**, he joined Leo Burnett as a Junior Account Executive and within two years was promoted to Senior Account Manager providing strategic direction and implementation of South African Airways' marketing strategy. On this account he was part of the team that conceptualised, among others, the campaign for the Rugby World Cup in 1995, the Africa Cup of Nations in 1996 - "Ndizani" Bafana Bafana campaign.

In 1998, he moved to Young & Rubicam as Client Services Director where he managed international and local brands such as Colgate-Palmolive, Black Like Me and Sentech. **In 1999**, Groovin **founded Blueprint Strategic Marketing Communications** as a flagship company under the Blueprint Group and became its inaugural Managing Director. The company acquired clients such as National Ports Authority, Blue Train, Sanral, Petro SA and Standard bank - Blue Bean. Account.

In 2005, under his leadership, Blueprint Group was afforded the opportunity to manage the advertising, branding and promotional packaging for South Africa's participation in the AICHI World Expo, working closely with the Department of Trade and Industry. The company again facilitated around implementation for the initiative in 2010, which now also included support on the Shanghai World Expo under the theme "Kenako", working with Brand South Africa and the DTI.

In 2007, he joined Leo Burnett Group as its Group Chief Executive Officer after acquiring a 51% share in the company, making it the biggest acquisition in the local advertising industry. At the Leo Burnett Group, he became the youngest CEO in the country to manage a multinational agency with billings of over R1 billion. Under his leadership, the company handled clients such as P&G, Fiat Group, Coca-Cola, Macdonald, SAA, Nedbank retail and Samsung.

At the height of the xenophobic scourge **in 2008**, Groovin was at the fore-front of conceptualising and launching a highly successful anti-xenophobia campaign. He was able to negotiate over R20 million worth of free airtime exposure for this pro-bono initiative.

In 2011, Blueprint Group was appointed to run the entire election campaign on behalf of the ANC. This was the first time in the history of the party that a 100% South African and black-owned agency was awarded the opportunity to run the ANC's entire election machine.

In 2012, Groovin assumed responsibility as Executive Chairman of Blueprint Group and steered the company on a path of steady growth. The company has positioned itself as a holding company of several strategic business units, all with the greater goal to transforming the lives of ordinary people in both South Africa and the continent.

Currently, the company employs nearly 85 full-time people with an annual turnover of R120 million working with clients such as Eskom, SANRAL, RTIA, Mango, Shell, Transnet, GCIS, City of Tshwane and FNB, among others.

True to his entrepreneurial spirit, Groovin is also the founder of Koni Multinational Brands and has partnered with renowned actress and businesswoman Connie Ferguson to launch a body care range with over 10 different brands.

Groovin has worked extensively on the Brand South Africa account for the past nine years and has been central in ensuring that the Corporate Identity of Brand South Africa, South African Tourism and all subsidiary agencies is aligned. Groovin was also instrumental in the development of the positioning "Inspiring New Ways" for Brand South Africa and launching the television commercial which showcases the competitive strengths of different South Africans who are excelling in their respective fields. Groovin ran one of the most successful campaign "Feel It, It is here" campaign for the SABC 2010 Soccer World Cup.

The Blueprint Group under his visionary leadership has produced a ground-breaking infrastructure development television advertisement for state-owned entity SANRAL. One particular campaign received numerous accolades across the country, including recognition from **President Cyril Ramaphosa in his 17th July 2019 budget vote speech. Blueprint is currently running the entire "Covid 19" vaccination roll out – campaign on behalf of South African government.**

As a trailblazer and inspiring business leader, Groovin keeps going from strength to strength. He is in touch and in tune with the rhythm of the greater industry as well as South Africa's numerous advertising challenges. He continues to cut a wide swath in the country's marketing and investment environment. His is a voice of courage and integrity in the field of brand development, communications and media, social entrepreneurship and beyond

INDUSTRY AWARDS

- **BBQ:** Entrepreneur of the Year 2003
- **AdReview:** Newcomer of the Year 2003
- South Africa's Leading Manager 2004
- **Financial Mail:** Young Ad Operative of the Year 2007
- **FinWeek:** Advertising Personality of the Year 2007
- **FinWeek:** Most Influential Media Person 2007 and 2008
- **Proudly South African:** Campaign Endorsement 2009