

## #BehindtheSelfie with... Andrea Quaye

In addition to her role as marketing director of the South African Breweries (SAB), Andrea Quaye is a member of the Loeries committee. Here's what makes her tick.

Andrea Quaye, appointed marketing director of The South African Breweries in 2014, has been with the company on and off since 2003. Under her stewardship, the SAB's Carling Black Label 'Be the Coach' campaign won a Grand Prix at the Loeries and she formed part of the Loeries' events & PR judging panel in 2014.



#GreenScreenWithMurphy

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

**Quaye:** I work in Sandton, Live in Saxonwold and play as close to home as possible.

### 2. What's your claim to fame?

**Quaye:** You can hear my hearty laugh from approximately 2 kilometres away.

### 3. Describe your career so far.

**Quaye:** I have had the opportunity to work on some really amazing FMCG brands!

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

**Quaye:** Red nail polish, my two girls, and the feel of fresh air on a morning run...

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

**Quaye:** The fast pace, competitive nature, and that every day I learn something new.

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

**Quaye:** It doesn't exist, fortunately.

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

**Quaye:** Barley, hops and water.

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

**Quaye:** I have always been a big fan of Coke, Axe and Dove – brands with real purpose.

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

**Quaye:** Top secret stuff!

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

**Quaye:** Big data, content is king, Efficiency, KPI – I use all them.

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

**Quaye:** On a run, just before I fall asleep.

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

**Quaye:** I am double jointed.

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

**Quaye:** Somewhere in between the two.

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

**Quaye:** Emails, email and more email, and pictures of my kids.

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

**Quaye:** You can learn something from anyone and any circumstance, get to know your consumer and your brand intimately – never assume.

Wise words. You can read more about Quaye by [clicking here](#) and interacting with her on [Twitter](#).

Remember to visit the [Loeries website](#) and our [special section](#) to keep your finger on that creative pulse if you can't wait for Loeries® Creative Week™ Durban from 15 to 21 August.

## 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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