

## with... Warren Moss

This week, we find out what's really going on behind the selfie with Warren Moss, Founder/CEO of Demographica...



Moss and one of his Moss-lets.

### ■ *Where do you live, work and play?*

**Moss:** I'm a born and bred Joburg boy, trying to build the world's most effective ad agency. I've been married for six years to my beautiful Dani and we have 3 young children - Jacob (4), Asher (2) and Layla (1). We've got three dogs - Winston, Bella and Arthur, and in my spare time I'm a runner, golfer and avid art collector.

### ■ *What's your claim to fame?*

**Moss:** Easy. I made par on the Road Hole on the Old Course in St Andrews, Scotland.

### ■ *Describe your career so far.*

**Moss:** My career has been a true highlight of my life and the truth is that it's only the beginning. I've met, managed and worked with some incredible people and, if the last decade is anything to go by, then I am in for an incredible journey.

### ■ *Tell us a few of your favourite things.*

**Moss:** My hobbies have changed over the years as I've gotten older. At the moment, I collect art and am involved in a small art business.

I have a passion for golf and have been lucky enough to have been able to make a pilgrimage to St Andrews in Scotland with some of my closest friends.

▣ ***What do you love about your industry?***

**Moss:** I love that irrespective of experience and credentials, the opportunities to do amazing work exist equally for everyone. If you can produce work that generates measurable results, the opportunities are endless.

▣ ***What are a few pain points your industry can improve on?***

**Moss:** To be honest, I think that there aren't enough strong marketers in South Africa. The top ad agencies in the country have spectacular people [generalisation] but they don't always land strong clients. When I look at Demographica's best work, it is always with a strong marketer as the client.

▣ ***Describe your average workday (if such a thing exists).***

**Moss:** Run, family, double espresso, hustle, family, sleep. Repeat.

▣ ***What are the tools of your trade?***

**Moss:** People.

For the first time in my career at Demographica, I am surrounded by sheer competence. You only know what that's like when you're experiencing it.

▣ ***What are you working on right now?***

**Moss:** We've just been appointed to the [BMW](#) and [MINI](#) business, so we're pretty much stuck into getting CRM strategy right there. We're also in the process of moving to bigger premises, so it's pretty full on at Demographica right now.

▣ ***What's your secret talent?***

**Moss:** I am a certified firearms combat instructor and used to train the SA Police.

▣ ***What would we find if we scrolled through your phone?***

**Moss:** Probably years' worth of bookmarked articles and inspiration.

▣ ***What advice would you give to newbies hoping to crack into the industry?***

**Moss:** The barriers to entry with regards to getting client attention are so low - blow them away with work that generates results.

▣ ***Plug your contact details, punt yourself - list all the places people can find you/your work - Facebook, Twitter,***

***Skype, Youtube, Instagram, Pinterest...***

[Facebook](#)

[Twitter](#)

[My blog](#)

[LinkedIn](#)

[Instagram](#)

You can read more about 'The Demographica Way', the full-time anthropologists they employ and the importance of people in targeting direct communications [here](#).

*\*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](#).

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #D2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #D2020: How Sho Madjozi brought traditional Tsonga *xibela* into 2020 - 27 Feb 2020
- #D2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'WingWing' Mdlulwa, CCO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>