



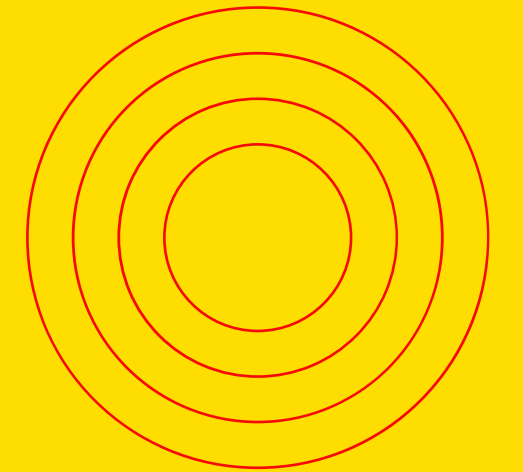
# PRENEIL PILLAY

## PORTFOLIO

A snapshot of some of the work I have done:

- content
- design
- social media photography
- campaign management
- e-mail marketing

You can also [find more information on my website.](#)



# CONTENT PIECES

CREATED +2,500 ORIGINAL PIECES, RANGING FROM TECHNOLOGY, COMMERCE, MUSIC, CONSUMER INFORMATION, LIFESTYLE, COMEDY, ENTERTAINMENT, MUSIC, AND MORE

FOR MORE, CLICK BELOW:

- [THE IMPORTANCE OF BRAND AUTHENTICITY AND HOW LEADERS CAN ACTIVATE IT IN THEIR ORGANIZATIONS](#)
- [CONNECTING THE DOTS: REFLECTING ON LIFE, SUCCESS, FAILURE & TRUSTING THE PROCESS](#)
- [947 CONTENT PIECES](#)
- [EAST COAST RADIO CONTENT PIECES](#)

WRITE  
WITHOUT  
FEAR.

EDIT  
WITHOUT  
MERCY.

# Here's what the new WhatsApp privacy policy actually means for consumers

Anele and the Club chat to MyBroadband's Jan Vermeulen about the latest WhatsApp privacy policy changes and what it means for consumers.



Image: Unsplash

WhatsApp's latest privacy policy updates have been on everyone's mind across social media, with consumers searching for what these changes actually mean for them.

According to MyBroadband, the popular messaging app WhatsApp asked its some two billion users to accept new terms that will allow it to share more information with its parent company Facebook and roll out advertising and e-commerce. The update sparked criticism among users as they must accept the changes or see their access to the service – which also allows encrypted voice and video calls – cut off from 8 February.

Facebook aims to monetise WhatsApp by allowing businesses to contact their clients via the platform, even sell them products directly using the service as they already do in India.

*"Privacy policy and terms updates are common in the industry and we're providing users with ample notice to review the changes, which go into effect on 8 February,"* a Facebook spokesperson said.

*"All users need to accept the new terms of service if they want to continue using WhatsApp,"* added the spokesperson.

# Here's what the new WhatsApp privacy policy actually means for consumers

There's been a lot of chatter about whether users should be deleting the popular messaging app and moving to other apps like Telegram or Signal.

Should we move to Telegram or Signal? What app should we be deleting off our devices?

That's one of the questions the team asked Jan Vermeulen.

*"It's a little bit overblown but it's great that people are finally sitting up and taking notice of the kind of data they're giving Facebook and asking some questions about what data is WhatsApp and Facebook gathering. WhatsApp is actually the beast when it comes to Facebook's properties. If you have a Facebook account then saying that you're deleting WhatsApp is useless because Facebook has a lot of information on you – and the same goes for Instagram."* – Jan Vermeulen, Editor At Large – MyBroadband

**[RELATED | Was Facebook listening to my kitchen conversation? – Nerushka Bowan](#)**

"This new policy is not that big. Facebook says this will only affect the Business WhatsApp account, but the fact is that it's a bit of a half-truth. They can't read your messages but they have been gathering all sorts of other information like your status, profile, and other data about how you use WhatsApp." – Jan Vermeulen, Editor At Large – MyBroadband

"No, Frankie. WhatsApp can't see the horrible memes you send to your friends if you have end-to-end decryption enabled. Your messages only sit on their server for as long as it takes to send them. With WhatsApp, you're responsible for backing up your messages. WhatsApp's security is actually fantastic if you put them alongside Telegram and Signal." – Jan Vermeulen, Editor At Large – MyBroadband.

# Here's what the new WhatsApp privacy policy actually means for consumers

"Jan, if there is an App that I need to delete from my phone, which one should it be?" – Anele, Anele and the Club

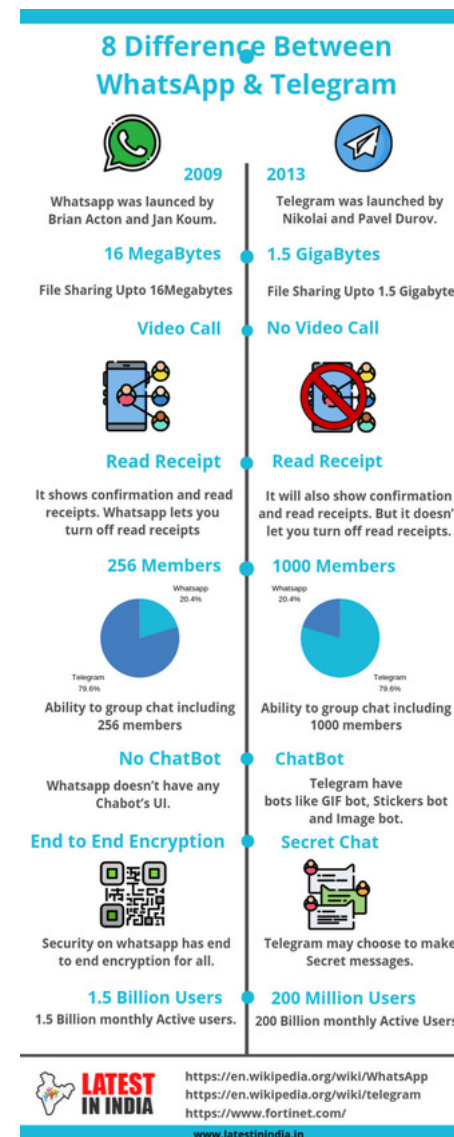
"TikTok!" – Jan Vermeulen, Editor At Large – MyBroadband.

[RELATED | \[WATCH\] How TikTok became 2020's go-to App and why it's so popular](#)

Listen to the full conversation and download the podcast if you'd like to share it with your friends and family...



# Here's what the new WhatsApp privacy policy actually means for consumers



Infographic: via LatestInIndia.in

The Telegram Twitter admin also had some fun this past weekend when social media users were threatening to delete WhatsApp...

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The Telegram Twitter admin also had some fun this past weekend when social media users were threatening to delete WhatsApp...



# Turns out that a lot of South African's are trying to track down Ghost Pops

Ghost Pops is an institution and it turns out that many South Africans are on the hunt for the popular maize snack. So, where can it be found - if possible?



Image: [simba.co.za](http://simba.co.za)

Ghost Pops is an institution and it turns out that many South Africans are on the hunt for the popular maize snack. So, where can it be found - if possible?

Firstly, Anele bought them all... apparently.

[\[MORE\] #AskTheClub: All the questions you've ever wanted to ask the 947 Breakfast Club](#)

They went off the shelves about 3 weeks ago...

Frankie, 947 Breakfast Club

*"I know the folks at Simba and every time I ask them they respond with fdwjehfiurewbckjwnecebr..."* - Anele, 947 Breakfast Club

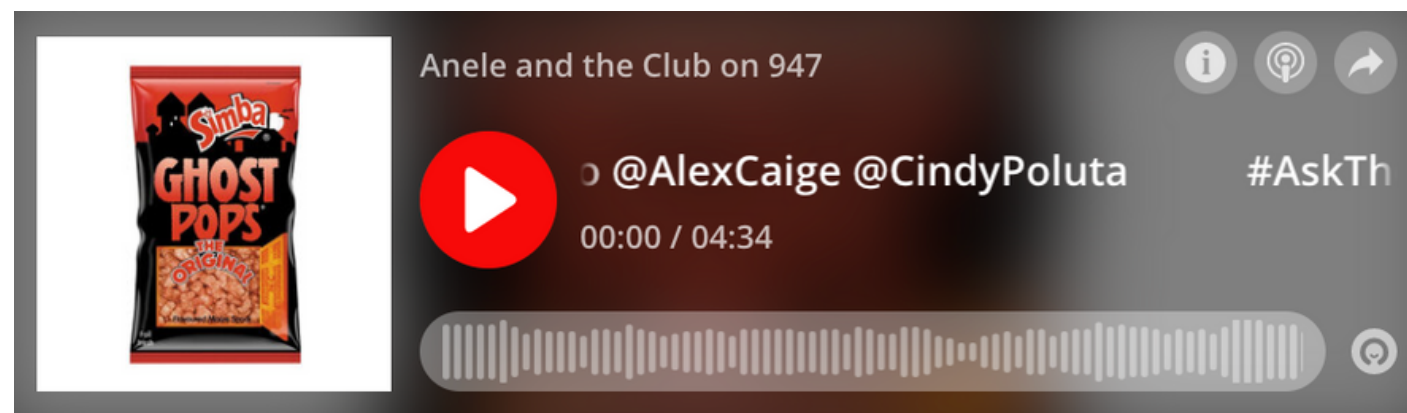


# Turns out that a lot of South African's are trying to track down Ghost Pops

The content piece was picked up by other online media publications like, iOL and The Citizen, and was brought to the attention of Simba, who issues a statement...



Listen to the 947 Breakfast Club chat about it on the show after being sent a voice note...



# Turns out that a lot of South African's are trying to track down Ghost Pops

Here's what Ghost Pops lovers are saying about the Ghost Pop hunt...

**Tamarryn Anne O'Neill** We also struggled, started disappearing during lockdown. We have a small shop on the corner and when they got in my fiancé bought all four packs for me because he knows we couldn't get them anywhere. I'm on my last pack that I opened last night.  
Like · Reply · 1d

**Hendrik Wors Olivier** ABC Sweets in Silverton selling this exactly the same as Ghost Pops great taste 100g packs for R 35 for 10. ...  
  
Like · Reply · 22h  
6 replies

**Samantha Antonia Francis-Dippenaar** These are still the best....few shops sell them. You're lucky if you find them. #I wantGhostpops  
Like · Reply · 1d

**Ferhana Patel** Apparently simba said because of lockdown they stopped production of ghost pops... My niece loves them also been looking everywhere for them no luck  
Like · Reply · 1d

**Tanya Becker** Also can't find them in PTA east, probably due to lockdown the production stopped of some non-Essential items and we lovvveeeeeee them ❤️  
Like · Reply · 1d · Edited

**Ilze de Kock** They are now called Monster Munch. Willards brought this back but it tastes exactly like Ghost Pops. Just buy that when you can't find them.  
Like · Reply · 13h

**Chantal Bezuidenhout** Willards chutney flavored "cheesecurls" taste exactly like Ghost pops... It'll tame your craving for a while.  
Like · Reply · 1d

**Queen Milly Nkoma** I went to Foresthill Checkers Hyper lastweek and I could not find them. I loooooove Ghost Pops!  
Like · Reply · 1d

[Click here to view more comments and recommendations on where to find Ghost Pops.](#)

Have you ever wanted to ask the 947 Breakfast Club something? It could be anything.

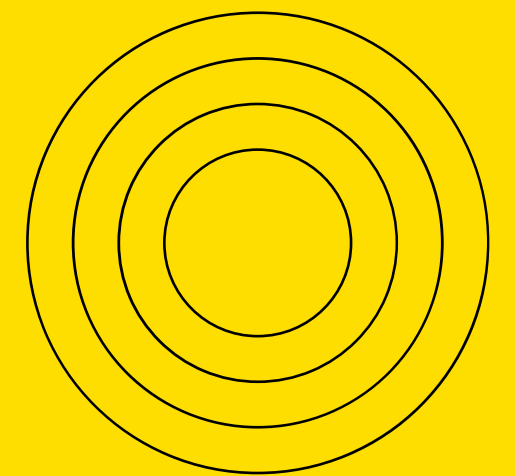
Are you sure you want to know the answer?

Ask the Club on the 947 Breakfast Club from Monday – Friday at 06:10. Send your question to our WhatsApp line 084 00 00 947.



# DESIGN

SOME DESIGN WORK I HAVE DONE FOR OUR DIGITAL  
CAMPAIGNS AND FLAGSHIP SHOWS



947  
**TOP40**  
POWERED BY CITI  
**WITH ZWELI**  
SATURDAYS, 10H00 - 14H00



**BLACK COFFEE**  
 THE SUBCONSCIOUSLY INTERVIEW

**947**  
 LOVES YOU



**ANDY MAQONDWANA**  
 INTERVIEWS  
**SHUDUFHADZO MUSIDA**  
 MONDAY 22 FEBRUARY  
 09:40

STREAM ON [WWW.947.CO.ZA](http://www.947.co.za)  
 TUNE IN ON DSTV CHANNEL 879

DOWNLOAD THE 947 APP  
 

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**Goldfish**  
 #947HERITAGEWEEK

**947**  
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HAPPY HERITAGE DAY, SOUTH AFRICA!  
[WWW.947.CO.ZA](http://www.947.co.za)

**947**



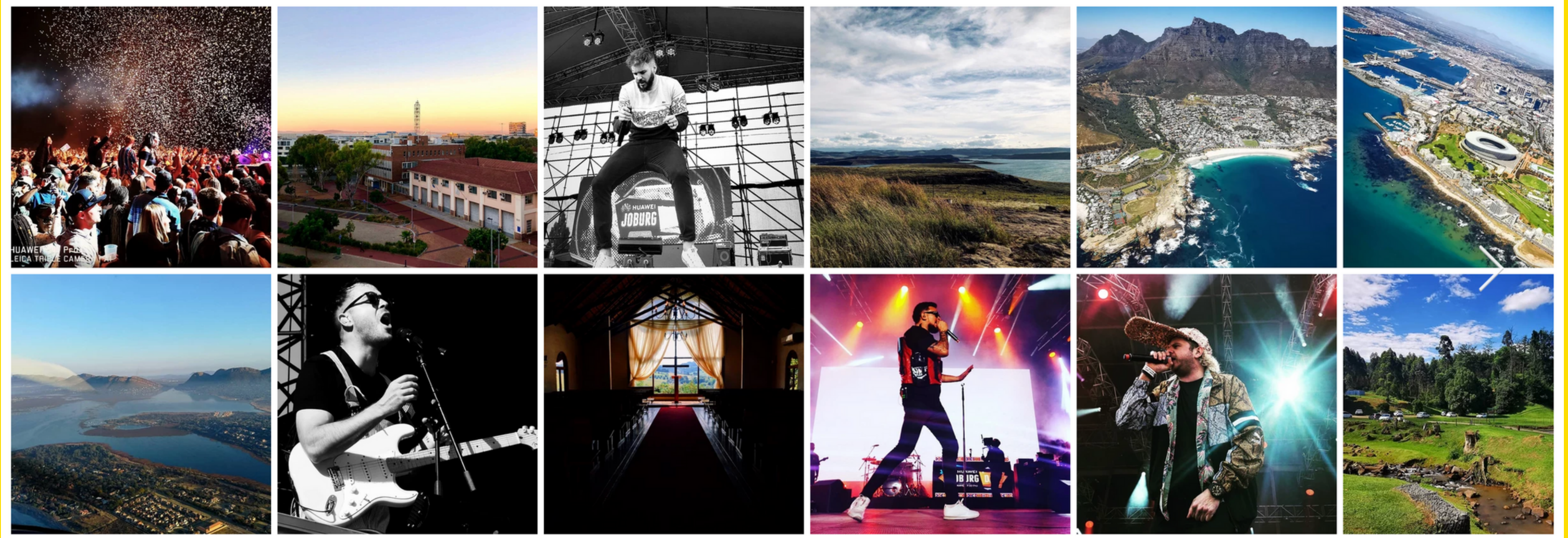


# SOCIAL MEDIA PHOTOGRAPHY

PHOTOGRAPHY CAPTURED DURING LIVE MUSIC EVENTS LIKE HUAWEI JOBURG DAY, WHERE I WAS RESPONSIBLE FOR MANAGING ALL ONLINE COLLATERAL, DIGITAL CONTENT STRATEGY, SOCIAL MEDIA CONTENT CALENDARS, BUDGETS, PPC MANAGEMENT, PROJECT MANAGEMENT, EXECUTION, DIGITAL STRATEGY, CLIENT RELATIONS, AND MANAGEMENT OF UP TO 20 INTERNAL STAKEHOLDERS.

ALSO INCLUDES PERSONAL ROADTRIPS, CLIENT CAMPAIGNS FOR TSOGO SUN IN CAPE TOWN WITH OUR AFTERNOON DRIVE TEAM.

# SOCIAL MEDIA PHOTOGRAPHY



# CAMPAIGN MANAGEMENT

## CAMPAIGN: NBCU E! Entertainment Launch

DEPARTMENT: PUBLIC RELATIONS & DIGITAL  
MANAGEMENT OF NBCU'S DIGITAL ACCOUNT ASSETS DURING MY TIME AT AWARD-  
WINNING DIGITAL & COMMUNICATIONS AGENCY, CLOCKWORK MEDIA - LATER  
TURNED INTO A CASE STUDY BY CLOCKWORK MEDIA.

MY ROLE INVOLVED DIGITAL STRATEGY, PROJECT MANAGEMENT, PPC  
MANAGEMENT, BUDGET FORECASTING AND TRACKING, DIGITAL CREATIVE  
DIRECTION & MANAGEMENT OF DIGITAL ASSETS FOR THE CONTENT CALENDAR,  
COPYWRITING, AND CLIENT RELATIONSHIP MANAGEMENT.

# NBCU: E! Entertainment Launch

## WHAT THE BRAND NEEDED

Clockwork was tasked with launching E! Entertainment – one of the world’s most aspirational brands – in a South African and African context. It was important to maintain the already-established A-list brand position while growing E!’s audience in a highly-competitive landscape. As such, we crafted integrated marketing strategies and campaigns to drive local and international content against measured (often public) ratings.

## INSIGHTS & EXECUTION

To establish E! as the TV destination for African entertainment news and premium local shows, it was imperative to connect with a local audience through campaigns that were relevant, topical and centred around establishing an African pop culture conversation.

We first focused our energy on understanding the E! global brand inside and out, so that we would be able to confidently translate it to an African market. We knew that growing the brand across Africa would be a challenge due to incredibly conservative regions where mentions of sex, nudity or bad language are banned, so this was an important distinction to make.

The broadcasting industry is known for its often-unpredictable nature with quick-turn demands, so this was another factor we had to consider – and learnt to be flexible in the process.



# NBCU: E! Entertainment Launch

## RESULTS

The E! Entertainment campaign will always remain a special one for us as an agency because it allowed us to create Clockwork's first fully integrated team that executed everything from PR and promo shoots to activations and website development.

We successfully grew the brand to become one of the most well-recognised entertainment brands on the continent. With the launch of multiple international titles, including Mariah's World, Hollywood Medium and WAGS; local adaptive shows like How Do I Look South Africa? and E! Red Carpet: SAMAs/ SAFTAs; and brand-new content like The Search: South Africa, the channel's viewership increased by 80% across Africa.

We won multiple PR and digital awards locally and internationally for our work and the impressive campaign results achieved. Some of our strategies were so well received that they were implemented in E!'s international markets – for example, our custom-made bomber jackets with embroidered journalists' names were rolled out in the UK to promote a similar celebrity show.

# NBCU: E! Entertainment Launch

SNAPSHOT



# E-MAIL MARKETING

WEEKLY NEWSLETTER SENT TO OUR DATABASE OF  
SUBSCRIBERS, WHICH I  
DESIGNED, FORMATTED, AND CURATE.

TRENDING



[947 FULL NEW LINEUP] 947 gives its line-up an edge with new changes

Hot on the heels of the announcement confirming Thando Thabethe as the new weekday host of its afternoon drive show, 947 announces more exciting changes to...



Thando Thabety to drive listeners home on the

You heard right - Thando is joining the 947 team from 23rd March!



[LISTEN] Small Talk - the 5 languages of love explained

What is your favourite subject to talk about? If I wanted to strike up a conversation with you, what would I say? You give us a...



Anele, Frankie talk Coming to America 2 with Nomzamo Mbatha and Laduma (MAXHOSA)

The comedy sequel includes original cast members including Eddie Murphy, James Earl Jones, Shari Headley, John Amos and Louie Anderson together

ADVICE



This new app will help communities tackle the scourge of GBV

SOSS Tech co-founder Thabo Nonkenge says the app to help in fighting gender-based violence is free and smartphone friendly.



Made a few claims recently? Switch insurers before yours dumps you

Finding alternative cover once your insurer 'offloads' you is difficult and expensive, warns consumer ninja Wendy Knowler.



'I am scared' - Covid-19 through the eyes of a child: Whatsapps reveal fear

A series of Whatsapp messages between two 8-year-olds last year reveal the fear felt by children around the Covid-19 pandemic.



Should you be buying Sasol shares right now? We have the scoop.

Arabile Gumede gives us the lowdown on whether we should be buying Sasol shares or not? The Money Minute with Arabile Gumede

ENTERTAINMENT & LIFESTYLE



TikToker explaining why she wont teach her daughters about virginity goes viral

Some of the videos went viral on Twitter and Facebook.

Over 80% of SA smokers would switch to 'better' alternative products - survey

Over 80% of SA smokers would switch to 'better' alternative products - survey

Research survey shows South Africans are looking for accurate info and science about better alternatives to cigarettes.



[WATCH] Piers Morgan reflects on his storming off Good Morning Britain for good

Some of the videos that went viral on Twitter and Facebook.



Plans to build an

Plans are being made to build a so-called "Ark" on the moon to store 6.7 million sperm and egg samples as a modern insurance policy.

MUSIC



[WATCH] Demi Lovato: Dancing with the Devil Trailer

Demi Lovato isn't holding anything back in her upcoming four-part YouTube Originals documentary, "Dancing with the Devil." Go beyond the celebrity surface for an intimate portrait...



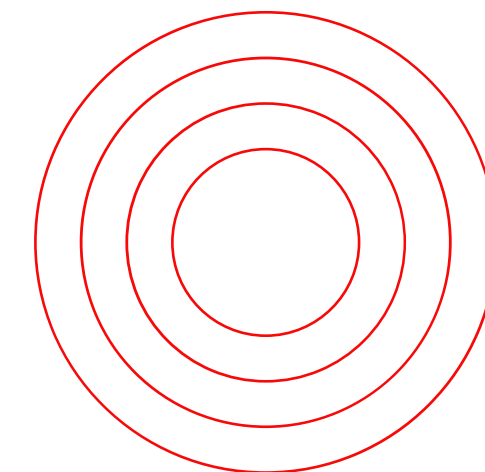
[LISTEN] DJ Snake x Selena Gomez release new single, 'Selfish Love'

Multi-platinum producer DJ Snake has joined forces with pop superstar Selena Gomez for a bilingual and breathtaking new single called 'Selfish Love'. Accompanied by a video...



Apple Music announces Prince Kaybee as the latest Isgubhu cover star

In celebration of his new album, The 4th Republic, Apple Music today announced prolific producer and house DJ Prince Kaybee as the next Isgubhucover star. Prince...



# THANK YOU!

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