

JOHNNY JOHNSON

Brand and Communication Strategist

Johnny helps organisations make authentic promises and consistently keep them. He believes great brands are built from the inside out by the people who live them.

“A brand is a badge of trust.”

*People
Purpose
Possibilities*



BRAND STRATEGY

Defining authentic brand promises



COMMUNICATION

Connecting with what matters



LEADERSHIP

Inspiring brand ambassadors



EMPLOYEE ENGAGEMENT

Turning strategy into lived culture



PERSONAL BRAND

Helping leaders communicate authentically



DESIGN

Bringing brands to life



NAVIGATOR

Online tools for DIY brand strategy

A RICH HISTORY OF BRAND LEADERSHIP

With over 40 years in brand, communication and marketing, Johnny has led and advised some of South Africa's most respected agencies and brands. His experience spans strategy, leadership, client service and integrated communications.

1980 – 1984	1985 – 1990	1991 – 1994	1995 – 1997	1998 – 1999	2000 – 2009	2010 – 2022	2022 – Present
Ogilvy & Mather South Africa Client Service Director	Young & Rubicam Managing Director	Ogilvy & Mather South Africa Client Service Director	Hunt Lascaris TBWA Chairman Specialist Agencies	Saatchi & Saatchi Managing Director	Burns Strategic Planning Managing Director	TowerStone Brand Managing Director	Anthropos Brand and Communication Strategist



EDUCATION

Stellenbosch Business School
Honours in Business Administration,
Brand and Communication



TOP SKILLS

- ✓ Marketing Strategy
- ✓ Management Consulting
- ✓ Coaching
- ✓ Strategic Thinking
- ✓ Leadership Communication
- ✓ Brand Development



BASED IN

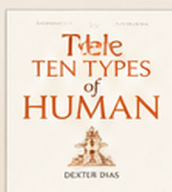
Cape Town,
Western Cape,
South Africa



CONNECT

www.linkedin.com/in/johnny-johnson-9976b035

INSPIRED BY A WIDE BODY OF THINKING



“Behind it all is surely an idea so simple, so beautiful, that when we grasp it – in a decade, a century, or a millennium – we will all say to each other, how could it have been otherwise?”

JOHN ARCHIBALD WHEELER
Annals of the New York Academy of Sciences

THE ANTHROPOS VALUES – ANTHROPOSITIVITY



HUMANITY

Ubuntu:
I am because
You are.



OPTIMISM

A belief in
people and
possibilities.



AUTHENTICITY

Courage to
be yourself.



KINDNESS

Everyone
is someone.



CREATIVITY

Bringing the ordinary
together in
extraordinary ways.

LET'S BUILD BRANDS
THAT MAKE A DIFFERENCE

Book a Strategy Conversation →