To Whom It May Concern

I acted as Siya's Creative Director while he was employed at Hero. In our time working together I found him to be a highly capable and motivated writer who often worked overtime and went well beyond what was required to consistently produce great work that was loved by our clients and also set a high standard for the rest of the studio.

Siya is quick to learn, conceptually strong and proactive. He has a great understanding of contemporary culture and is able to adjust his writing style for any brand or audience. He is also able to switch across channels and mediums – from traditional ATL to digital, social or activation.

He has left a big hole in our studio and will be very difficult to replace. I would hire him again in a heartbeat.

Your sincerely,

Doug Larter
ECD Hero

HERO STRATEGIC MARKETING (PTY) LTD | CAPE TOWN & JOHANNESBURG

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DIRECTORS: JJH BURTON, AJS HALL, DC LOCKHART, DT PATHER, HJ SONN, CF SONN REGISTRATION NUMBER: 2012/019373/07

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DIRECTORS: AJ BRAND, RW BERRY, L JOUBERT-DE VILLIERS, KL EKSTEEN, MJ VAN RENSBURG, H HEATHER

Date: 12 July 2017

Re: Letter of recommendation for Siyabulela Tyali

To whom it may concern:

It was my privilege to have worked with Siyabulela at 99Cents for almost a year.

During this time, he worked as a Senior Copywriter on some of the biggest accounts in the agency.

Siya is an exceptional creative talent and a person who demonstrates utmost professionalism and integrity at all times. He is a highly skilled creative writer and a guy with big ideas for even the smallest briefs. Because of his success in the advertising industry, clients and fellow creatives have always displayed the utmost respect for his work and also for him as an individual.

Siya is an asset to any agency. I can wholeheartedly recommend Siya for any position.

Please feel free to contact me with any additional questions.

Yours sincereley,

Louw le Roux
Creative Director
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