

LōYISō MĀDINGĀ

TALL ON THE INSIDE

Comedian, Writer, Actor

PROFILE

Loyiso Madinga is a stand up comedian, actor, writer and now he is also the South Africa Correspondent for The Daily Show with Trevor Noah. Even before venturing into the world of entertainment he was an award-winning copywriter at some of the top advertising



agencies creating some iconic work in his seven years in the industry.

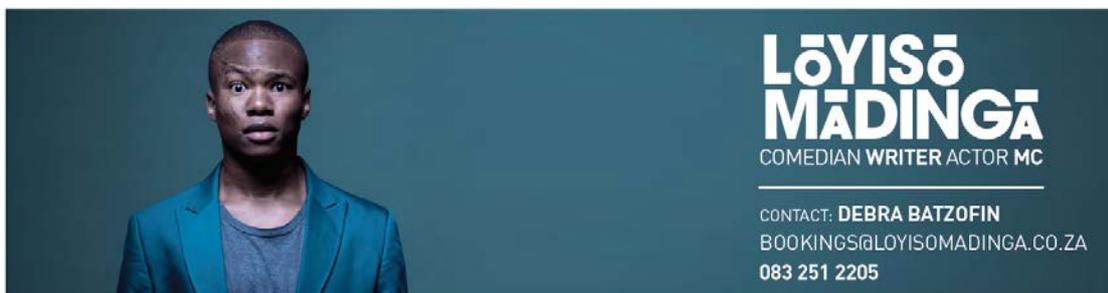
Metropolitan Republic 2007 – 2010

Loyiso began his advertising career as a copywriter at the newly formed agency, Metropolitan Republic. This radical agency relaunched MTN with they're highly successful "Go" campaign which placed the brand as the Sunday Times' Most Loved brand after years of not featuring.



Loyiso then worked on an internal launch of Liberty Group's brand positioning "Own Your Life". This highly creative piece they created won him gold at the Loerie Awards.

After this, Loyiso was lucky to be part of the team that created the "Ayoba" campaign for the 2010 World Cup that won the Grand Prix at the Loerie Awards.



Net#work BBDO 2011-2012



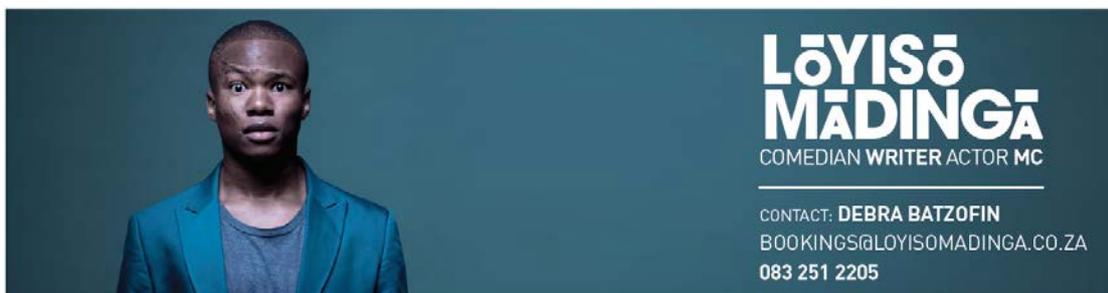
A short but highly creative stay at this world-renowned agency only ended because he discovered his vocation as a standup comedian. Whilst there Loyiso created the much loved “Don’t Be That Guy” campaign for Destiny Man magazine. This campaign took silver at the Loerie Awards and remains one of his most memorable pieces.

Freelance 2012 – 2014

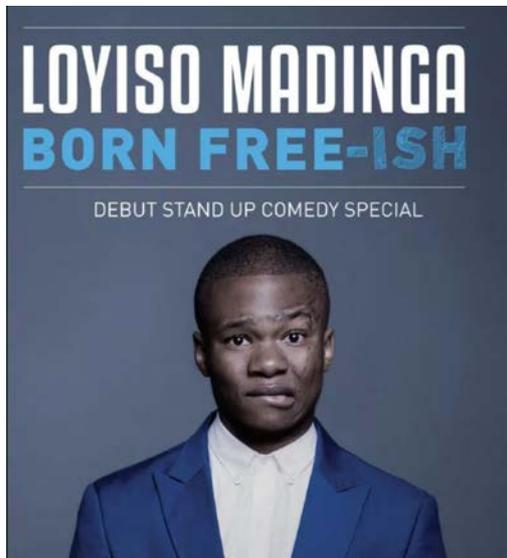
Before officially retiring from the ad industry Loyiso freelanced at some of the country’s top agencies including King James II, Ogilvy & Mather (Jhb), FCB and M&C Saatchi Abel. One

Stand up comedy 2012 - current

From the word go Loyiso’s comedy was on the fast-track. Within the first few months of him getting on stage for the first time he earned a spot at the Nando’s Comedy Festival at the Teatro amongst acts like David Kau & Tom Segura (US). He was featured on Tumi Morake’s Comedy Central special and also joined the line-up of the legendary Blacks Only comedy show.



In 2013 he was then invited to join the twice Emmy Nominated team at LNN with Loyiso Gola as a writer and on screen performer. The following year saw Loyiso as part of Trevor Noah's Nationwild tour that gave him the boost to leave the safety-net of a great career in advertising to cement his comedic pursuits. During this tour he was also invited to perform at the Montreux Comedy Festival (MCF) in Switzerland. He was made a return to the festival the following year to host the first MCF English Gala alongside legend, Kagiso Lediga. In 2015, again with Lediga, they began work



on the hit sketch comedy show Bantu Hour (SABC3) with the great Hugh Masekela.

2016 saw Loyiso run his first solo standup show, Born Free-ish, at the Goliath Comedy Club for a very successful four sold out nights. In 2017 he was invited to be part of the live LOL tapings in Montreal produced by Kevin Hart. It wasn't long after this that Loyiso was announced as the South Africa correspondent for The Daily Show with Trevor Noah at the beginning of 2018. Montreal called again just months later and this time it was to record his half hour special for Netflix.

Loyiso is a passionate performer who has a reputation as a hard worker with his motto "Nobody cares. Work Harder". He has earned the respect of his peers locally and is growing a community internationally. He is a creative who focuses on the work and not the hype or the celebrity life. His keen instincts for marketing have built him a brand that will definitely have longevity. He has set his sights far, his standards high and is well on his way being the entertainer and businessman he has always dreamed to be.

