

Top Ten at 10 puts brand guru in the hot-seat

Published: 10 September 2010

Mzansi Magic's *Top Ten At 10: My Life in Music* is gaining a reputation for getting under the skin of some of South Africa's most highly-regarded leaders and personalities – and the next episode continues this trend by putting one of South Africa's branding gurus, Thebe Ikalafeng, in the hot-seat.



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Arguably Africa's foremost brand authority and founder of the award-winning Brand Leadership Group and the Brand Leadership Academy, Thebe has been recognised as one of the Top 10 Thinkers in Marketing in an Ipsos survey among business decision makers in Southern Africa.

A seasoned entrepreneur and businessman, Thebe is a non-executive director of Mercantile Bank Holdings and a member of the Vega School of Brand Communications advisory committee.

As always, *Kaya FM*'s Thabo 'T- Bose' Mokwele is charged with getting Thebe to talk about the music that provides the soundtrack to what is clearly a very demanding life and it should provide fascinating viewing when it airs on Wednesday, 15 September at 22:00 on Mzansi Magic.

This week's celebrity was Baby Jake Matlala – and he joined the likes of ANC Youth League President, Julius Malema; broadcaster, Bob Mabena; ex footballer, Doctor Khumalo; model and philanthropist, Sonia Booth; journalist, Lerato Mbele; broadcaster, Debora Patta; and music icons, Abigail Kubeka and Ray Phiri, in hanging out at the *Kaya FM* studio with T-Bose for the recording of a unique radio-television entertainment show.

Baby Jake's Top 10:

- 1) Robbie Malinga and Kelly Khumalo - *Sobabili*
- 2) Bob Marley – *Get Up Stand Up*
- 3) Beyonce – *Irreplaceable*
- 4) Jay Z Ft Kanye West & Rihanna – *Run this Town*
- 5) Brenda Fassie – *Soon and very Soon*
- 6) John Legend – *Stay with You*
- 7) Bongo Maffin – *Thathi S'gubhu*
- 8) Black Eyed Peas – *I got a Feeling*
- 9) Angie Stone - *Brotha*
- 10) Michael Jackson – *Rock with You*

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