

Legend Manqele shares his vision for the new *Destiny* and *Destiny Man*

By  Juanita Pienaar

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Legend Manqele is a prominent South African producer, director and philanthropist who was honoured by *Screen Africa* magazine last year for his 10-year milestone journey in the industry. Manqele has crafted a narrative for himself that extends beyond the standard brand-building expectation to the business of creativity.



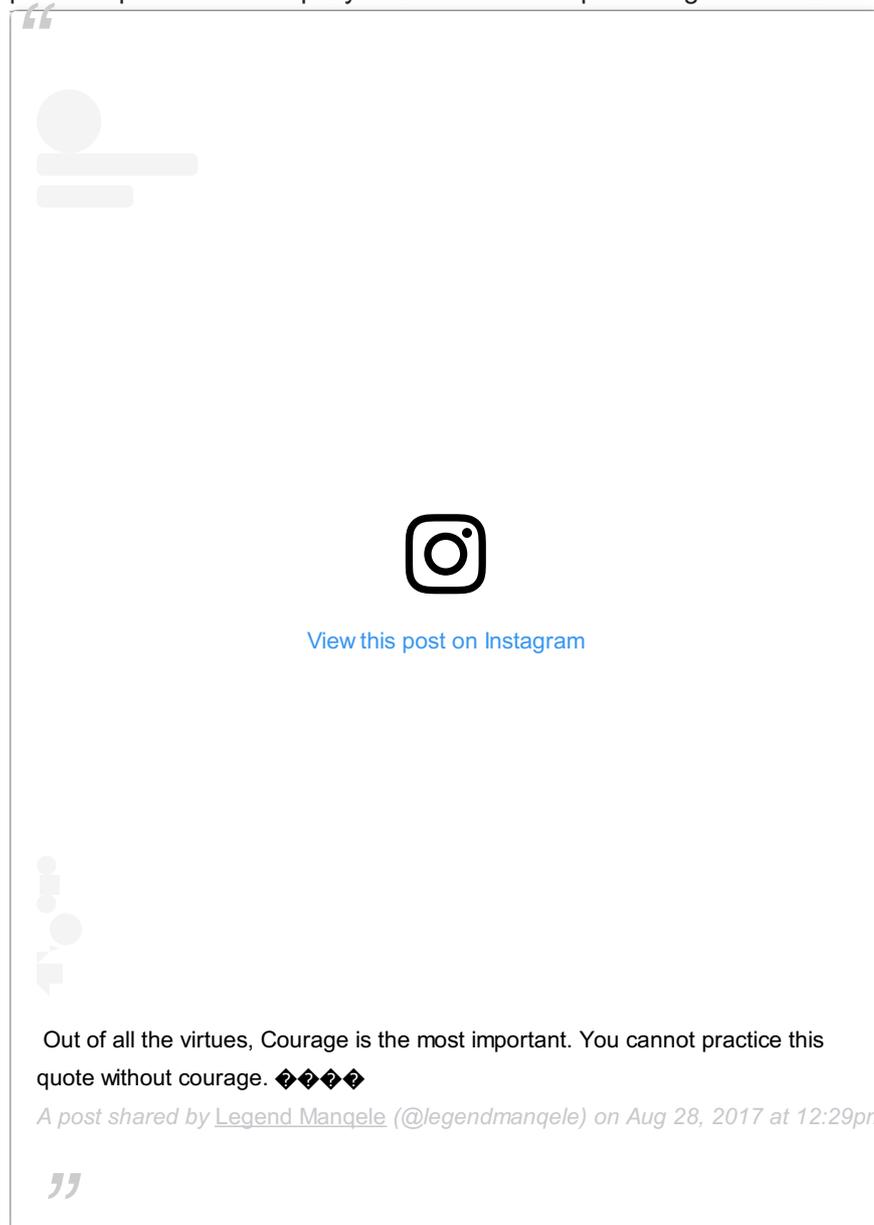
Legend Manqele is a prominent South African producer, director and philanthropist. Image supplied.

Manqele took the plunge and sought to create the version of content he had always envisioned when he launched The BarLeader TV in 2014 - a premium production company well renowned for producing TV and film content that creates culturally-shifting content. Having extended the production company's reach into adjacent industries, Manqele created BarLab – a marketing and communications agency, BarCo – a mobile beverage entertainment business and most notably, *The Bar* – a globally positioned online TV and film industry resource magazine. He also acquired *Destiny* and *Destiny Man* magazine soon to be 100%-owned by The Bar Group, and self-funded by Manqele.

“ Art. <https://t.co/qHlaJLQb9d> <pic.twitter.com/5sV64mYQnh>

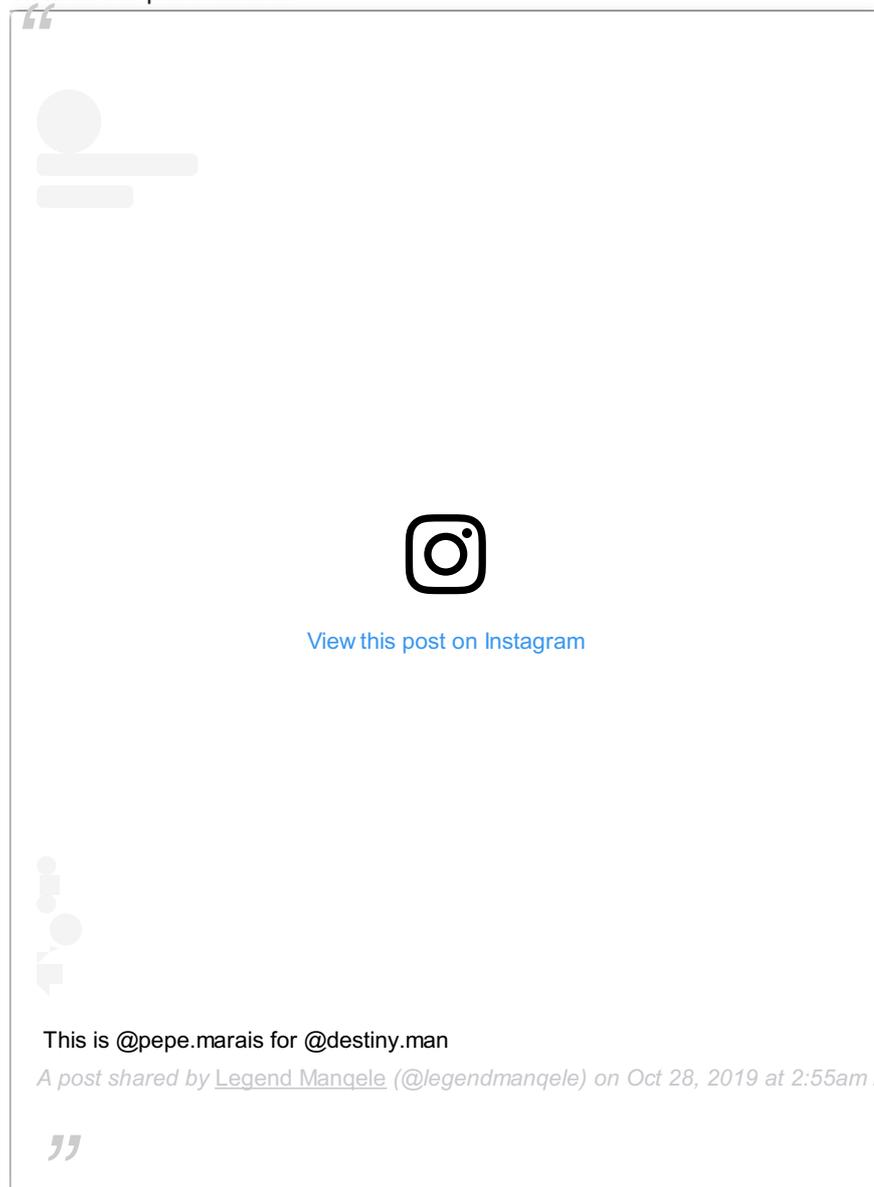
— Legend Manqele (@LegendManqele) [October 1, 2019](#) ”

Here, he tells us more about what it took to get where he is today, listing a couple of career highlights, and he elaborates on his vision and approach for the new *Destiny* and *Destiny Man* magazine. **What excites you most about the agency and where it's going?** Our latest acquisitions being *Destiny* and *Destiny Man* and dispelling the notion that print is dead. We are also looking forward to making an indelible mark in the digital and publishing industries, which can contribute to our GDP. **What do you love most about your career?** The dynamism of our industry and how in control I am of my narrative. I love the fact that through just having an idea, I have the ability to impact lives positively. **Career highlights you're particularly proud of?** Employee retention when times were difficult. I am a recipient of the EThekweni Municipality's Parks, Recreation and Culture "Wenze Kahle" Award. "Wenze Kahle is aimed at recognising and celebrating the exceptional work of the creatives from the City of Durban which recognises the inspirational personalities in the media and television Industry. **Tell us a bit about your experience and what it took to get where you are today.** My first engagements in the TV and film industry catapulted me towards entering prominent production houses, such as Urban Brew and Don't Look Down, where I produced a range of top-rated shows that opened doors for me to gradually build a name for myself. I armed myself with solid industry experience, a tight network and a rapidly growing private client base, which helped the next step of creating the version of content I had always envisioned. This translated into the launch of The BarLeader TV in 2014, a premium production company well-renowned for producing TV and film content that creates culturally-shifting content.



What are you most enjoying or looking forward to? In the new year, I am looking forward to continuing to do work that is impactful and that will live to my organisation's vision of making choices that can change the world. **What's at the top of your to-do list?** Nurturing an environment that my team can flourish in, which will allow them to realise their own dreams. **Tell us more about your vision and approach for the new Destiny and Destiny Man magazine?** Our vision for the publications is centred around going back to the publications original promise of making *Destiny* strictly a business platform, so anything we do has to be based around the business of being in business. We also want to expand our

touchpoints with a strong eventing arm that is multifaceted, where we engage brands beyond adverts. What's also important for us is customer experience by offering a retail side to things, where people can access the experiences we showcase to them in the publications.



We will be incorporating a digital interface/multimedia element to the content through integrated channels on digital platforms where content will find audiences, where they are, and the pages will come to life. The focus will stick to business, career and lifestyle and consider all audience touchpoints. **What are you currently reading/watching/listening to?** I listen to several podcasts, which range from business all the way to spirituality. **Tell us something about yourself not generally known?** I have recently taken a culinary course to improve my cooking skills. It's a great way for me to unwind, and I'm great at it, and with this course, I am now able to apply the technical skills I have learnt in my kitchen. I also enjoy learning new languages. I am currently learning Mandarin. *Connect with Manqele on [LinkedIn](#) and [Twitter](#). For any further information, visit The Bar Group's [website](#).*

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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