

LAUREN PYBUS

Founder & Chief Ideator

**CONCEPT
CANTEEN**
IDEATION STUDIO

Nationality  

Highest qualification: Masters in Media Theory & Practice, University of Cape Town, 2011
My thesis explored the power of brand seeding within the global youth market.

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About me

Hi. I'm Lauren.

I run Concept Canteen, an ideation studio that helps brands, businesses and agencies generate fresh ideas, fast! Whether it's a campaign, a pitch, a product name, a script, a creative strategy or a brand hook, I help you cut through the content chaos, quickly.

For the last 7 years I have been permanently employed in a dual role as the Marketing Director and Creative Head for Euphoria Telecom. During this time I have successfully grown the brand from a small communications tech startup into its current positioning as South Africa's most trusted VoIP-for-business provider. Every single piece of work that is linked below was conceptualised, scripted and directed by yours truly, without any outside agency assistance. All of the creative was produced by myself and a small in-house team comprised of two talented designers.

My top 5 skills:

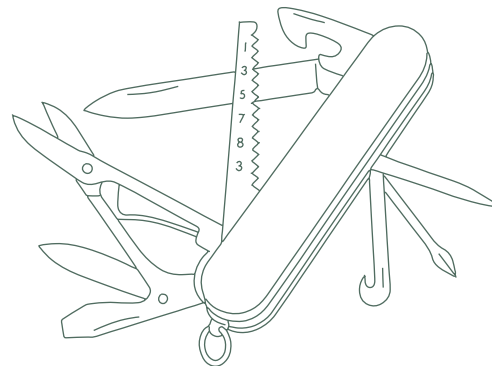
Rapid ideation & fast content production

Creative strategy & implementation

Through-the-line conceptual development & rollout

Copywriting & scriptwriting

Video direction & narrative editing



“I love combining opportunity with ingenuity; that’s my tried and tested formula for winning creativity.”

7 Years of Strategy, Concept & Content for Euphoria Telecom

My role: Marketing Manager & Creative Director 2018 - 2025

About Euphoria

Euphoria Telecom provides innovative, proudly South African-developed telephony solutions. Its cloud-based system offers a higher level of flexibility and responsiveness for businesses. Seamless integration and automation make it simple to access insights, reports and deliver efficient communications. Established in 2010, the company now proudly hosts over 6 000 business customers in South Africa and continues to grow rapidly.

Role achievements

- Extensive strategic B2B and B2C brand management combined with compelling creative directorship, translating into growth at scale
- 50% increase in total number of customers in 6 years, including the onboarding of some of South Africa's most loved brands
- Launch and growth of a full contact centre suite product
- Building and management of an agile in-house creative studio, that delivers large outputs against tight deadlines
- Effective custodianship of external and internal brand messaging
- Committed guardianship of company values and culture
- In-depth marketing research and trends analysis resulting in measurable benefits to the business
- Sole copywriter for the brand — none of that work has been outsourced since I joined the company: it was all done pre ChatGPT by ChatGP(ME)!



Blog articles that highlight my most recent projects



[Euphoria Telecom's bold new Cape Town office upgrade: colour and character meets elegance and innovation](#)



[Euphoria's debut at Africa Tech Festival 2024](#)



[Safety First: Euphoria Telecom hosts TokaiMTB emergency number](#)



[Euphoria Telecom kicks off its Remember to Think Pink Campaign for the second year running](#)



[Building bridges through CSI: Euphoria Telecom sponsors a community-centric BMXing club in the heart of Heart of Hermanus](#)



[Game, set and a free match, with no catch](#)

EXAMPLES OF MY WORK

My favourite ad

This piece was ideated, scripted and remote directed by me, myself and I. It was shot in Namibia by a single-man camera 'crew' and then edited back in Cape Town. I love it because it's cute and punchy — and it was produced on a shoestring budget.



Most rewarding project

With my background in interiors and set design, I was assigned the massive task of decorating Euphoria's new Cape Town Head Office. To do this job properly I knew that I needed a solid creative idea that would tie everything together cohesively. I settled on 'connection in action' and the end result was colourful and compelling. I love conceptual decor and would jump at the chance to do a lot more of this type of work.

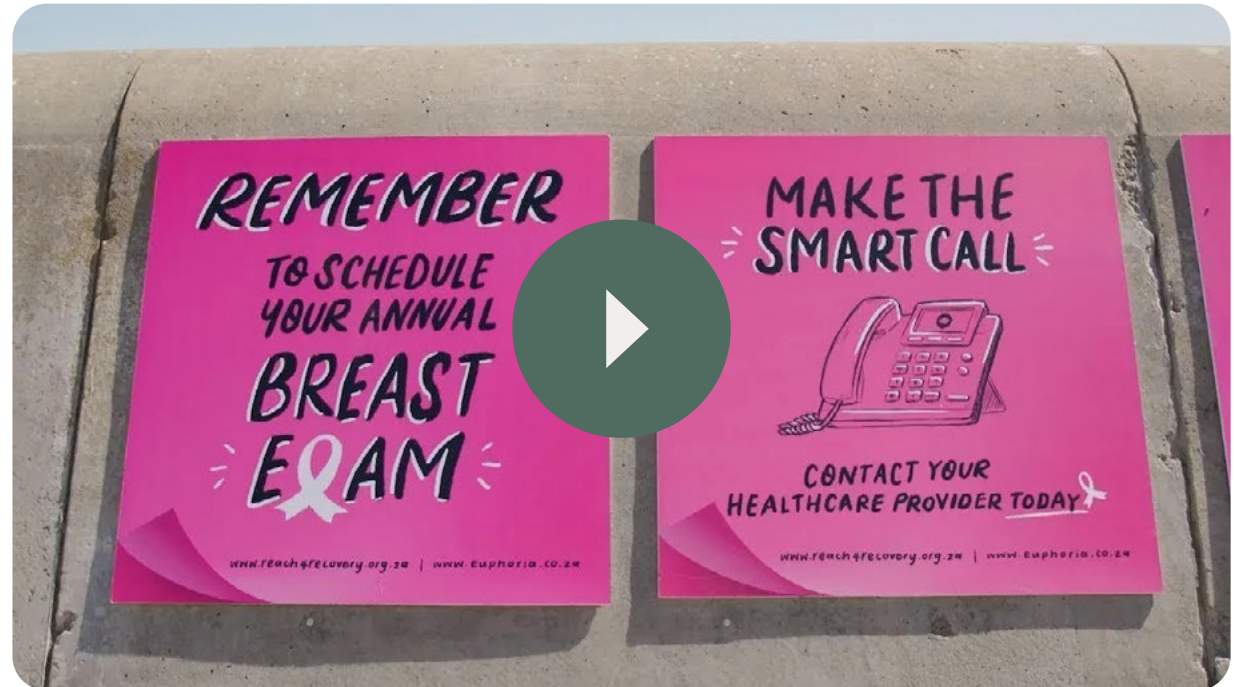


Project I'm most proud of

Combining creativity with a good cause is something I really enjoy doing.

Remember To Think Pink

was a large national CSI initiative in aid of **Reach For Recovery**. The project was ideated and spearheaded by myself as an extension of my role on the Euphoria CSI committee. Every aspect of the initiative was produced in-house under my direct supervision. It was a lot of extra work for me as the project fell outside of my daily job scope but the end result was well worth the effort. It was a labour of love for our small team and we were delighted to see it get budget-approved for a second year in a row and it now looks as if the campaign will be rolled out again in 2025.



Ads that were the most fun to make

I had an absolute blast making these ads and reels for **TokaiMTB**, even though it was over 40 degrees outside during the shoot! I wrote and directed these high-energy clips to promote the fact that Euphoria Telecom sponsors the Tokai Mountain Bike Park emergency number. They are essentially CSI videos but that type of content can be very dry and dull and I wanted to change that. I opted for a zany, memorable and action-packed approach and I think the final edits work very well — so mission accomplished!



Ads that were challenging to produce

I ideated, scripted and remote directed three overseas ads that were shot in London and Berlin by a one-man camera 'crew' using just a cellphone. I had no real budget to film overseas so I had to be really resourceful in the making of these videos. I am extremely happy with the way they came up considering that they cost next to nothing to make.



Most successful lead generation campaign

Narrowing the gap between brand saliency and product consideration in the B2B space - that's like searching for the Holy Grail. It's an elusive undertaking but I managed to crack the code with **Ball Call**. This was our most successful demo sign up campaign ever bringing in 100+ viable leads in 3 months, while simultaneously avoiding pesky tyre kickers. A big win. And best of all, this campaign rolled out very quickly. From my initial concept presentation to rollout took just 50 days.



Longest running lead generation initiative

My Takealot 1K voucher lead referral concept has been running for 5+ years and it brings in up to 10 new business sign-ups per month, with very minimal effort. It's an ongoing passive business generator. I recently made this short video to promote the offer because if it's doing this well without any ad spend, then it will probably do extremely well with some light promotion.



Most proudly South Africa ad

Shot on the go around the country,
I love the colour and vibrancy of this
ad. It's simple but satisfying.



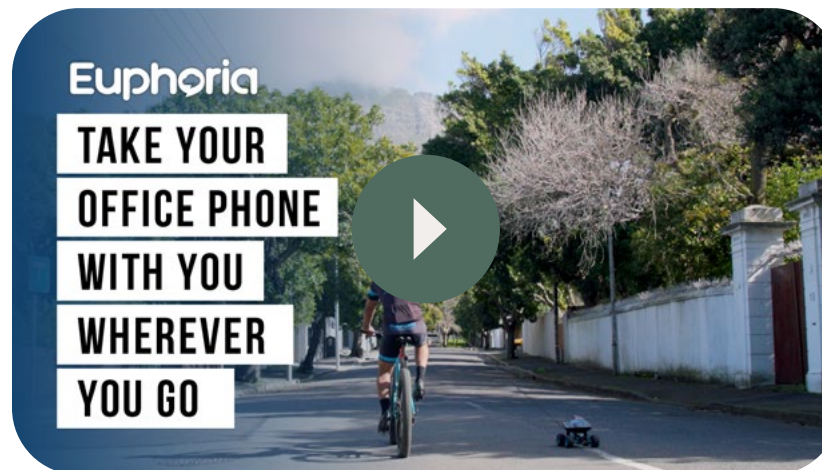
Most heartwarming campaign

Our CSI partnership with the Overberg BMX Club is now running into its fourth consecutive year. I scripted and directed these videos to promote our ongoing alliance with the club and help raise awareness for the great community work that OBC is doing across the greater Overberg region.



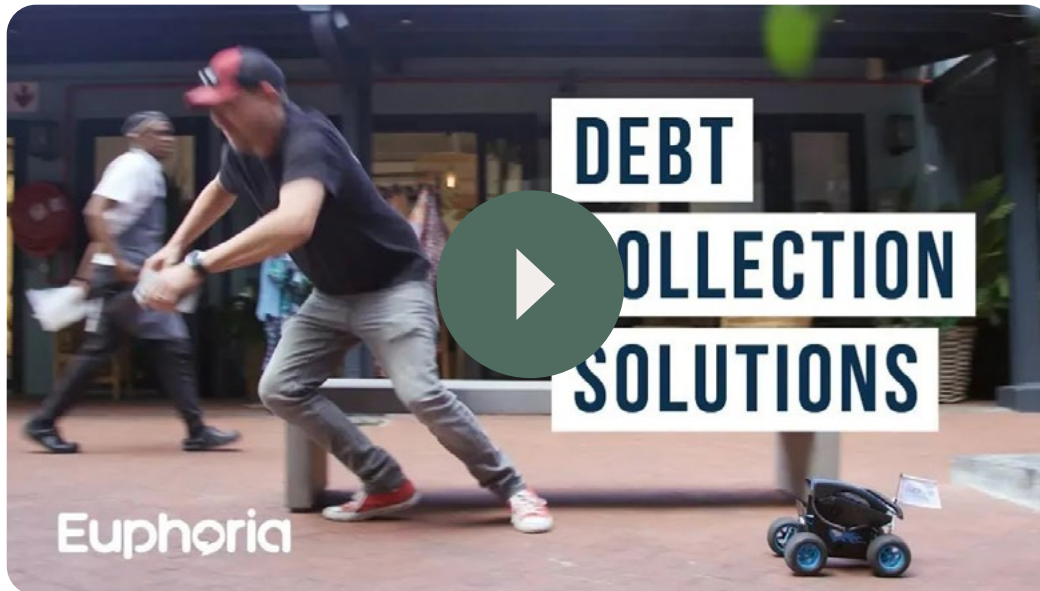
Ads that were made in one day

Rapid content production is the future. To compete with AI, us humans will need to think quick and act even quicker. I scripted each of these ads in the morning and then shot them on the same day, using a staff member as my 'actor'. Producing these ads proved to me that it is possible to make decent ads, fast! And in fact that's how I like to work. The less time between ideation and execution the better, for me, at least.



Most successful SEO project

Long before it was trendy to do so I created 40+ industry-targeted landing pages and blog pieces that were all SEO optimised. My aim was to attract new customers from all viable business sectors. Each vertical page explains why Euphoria Telecom is the best business phone solution for that specific industry. Targeted landing pages are now a standard practice around the world but back when I started this project in 2020, no one was doing it. By identifying this gap in our SEO framework, and then filling it, we saw an immediate increase in lead generation across the board. Many of these landing pages have their own dedicated and targeted video ads embedded in them, like this one aimed at the debt collection industry. I'm in the first frame of that ad, by the way. I often take one for the team by putting myself in ads when needed, along with co-workers and friends. It's a great money saver!



Euphoria
Business
Phone
Solutions

ESTABLISHED
2010

Is your telephony provider driving your debt collection call centre into the red?

Euphoria Telecom's cost-effective contact centre solution can change that.



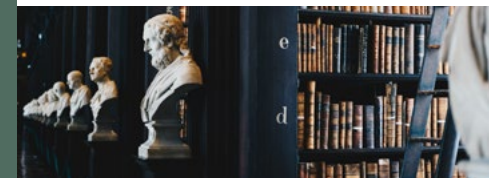
- No contracts
- Big savings
- Full remote working solutions
- Contact centre ready
- In-depth analytics
- Loadshedding capabilities

Ask most people how they would feel about calling customers to ask them for money, and they would probably not be too enthusiastic about the idea. Working in a debt collection call centre requires sensitivity, efficiency and a clear communication strategy that empowers agents with confidence in their processes.

Euphoria
Business
Phone
Solutions

ESTABLISHED
2010

The verdict is in - why Euphoria Telecom provides the best phone solutions for the legal sector



- No contracts
- Big savings
- Full remote working solutions
- Contact centre ready
- In-depth analytics
- Loadshedding capabilities

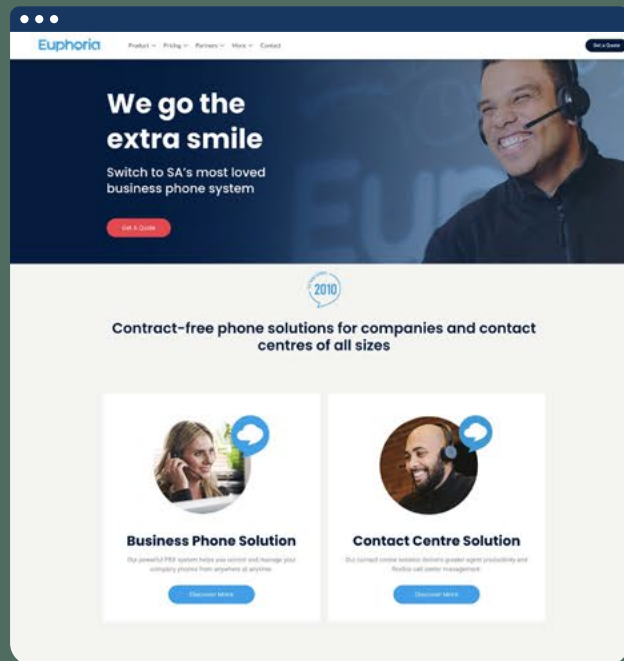
From earliest times communication has been central to law. As the technology of communication has changed, the impact on law and the central actors in the law process (law-makers, law appliers, lawyers, and citizens) has been profound.

Clear and direct communication is essential in the legal profession, particularly as a tool for coordination between the different legal actors. It helps to ensure the efficient and fluent working of the entire system and increases understanding between parties.

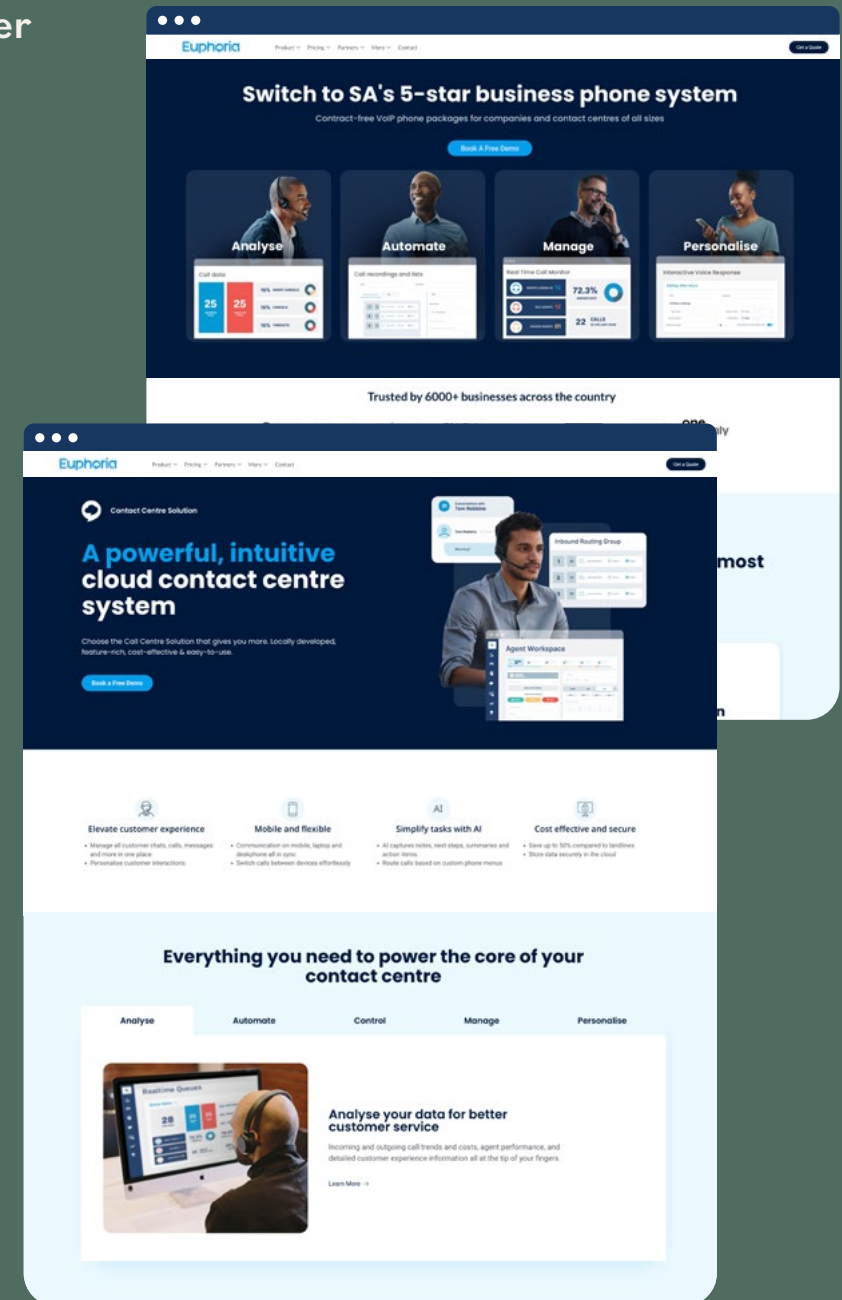
Website upgrades

I have overseen 3 full Euphoria website upgrades in 7 years and I think each iteration has worked well within its own allotted time period. But the latest overhaul, completed in late 2024, has taken us leaps ahead of where we were.

Before



After



WEBSITE

Highest performing digital print campaign

At Euphoria we don't do 'Black Friday' because our offering provides excellent value all year round. But during November 2023, in the thick of South Africa's electricity crisis, I decided to do a 'Blackout Friday' media blitz in order to highlight that our phone systems continue working even when the power is out. The traction Euphoria received from this campaign was phenomenal. This is one of my best examples of timeous problem / solution marketing in action.

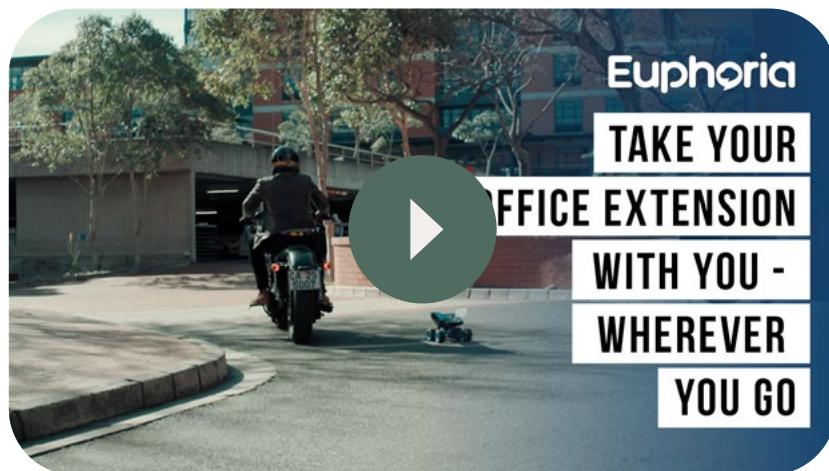
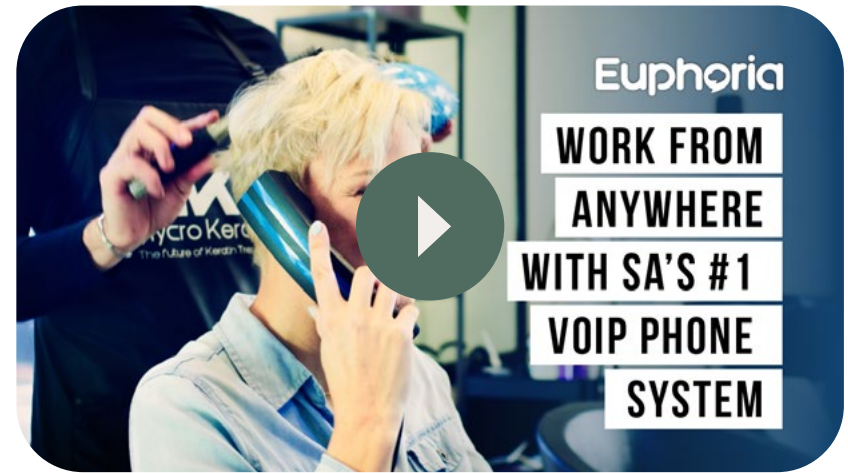


Beat the Blackout Friday blues by investing in smart tech



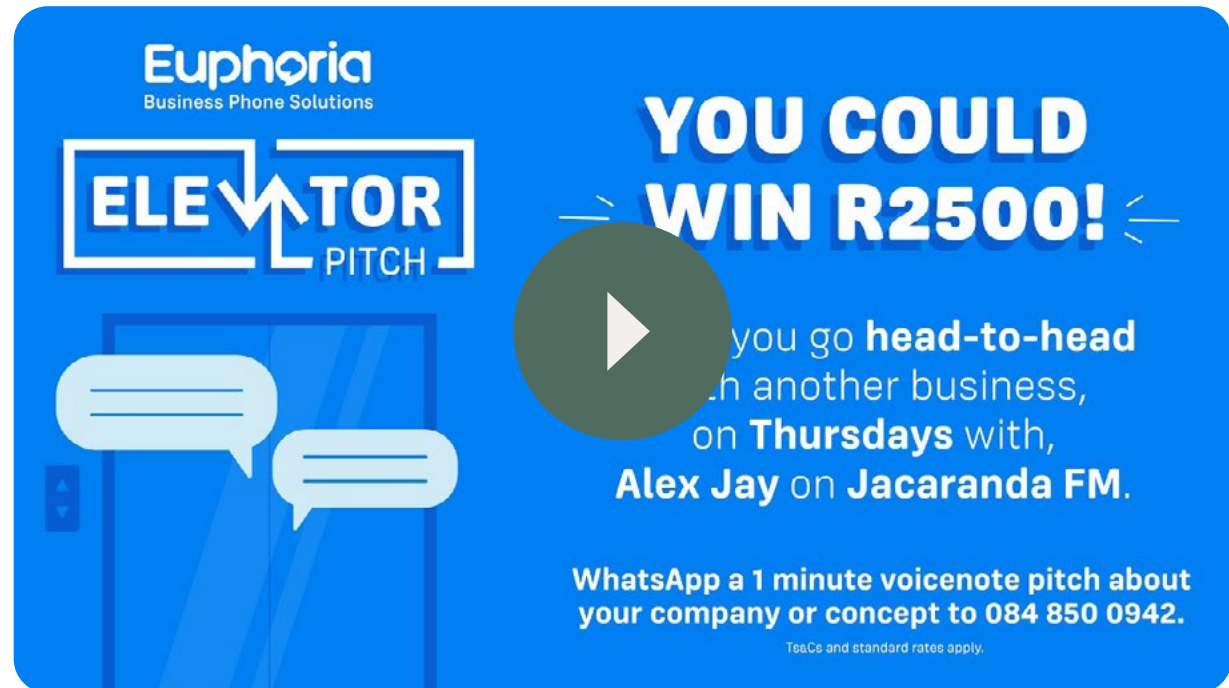
Other ads that I like

Each of these ads was quite complicated to shoot but I am pleased with the end result.



Most stressful campaign

This one really took it out of me. As we don't use any outside agencies or media suppliers, I had to ideate, write and produce a weekly radio competition from scratch. And it needed to have a strong business-centric focus. That's how 'Elevator Pitch' came about. This campaign ran for 3 months and was fraught with issues from the start including the host (Alex Jay) being moved, by the radio station, to another time slot in the middle of the promotion. But despite these niggles the concept still worked, which was a relief. However, the next time I do a full-scope radio campaign like this, I'm getting help from the right media team. Going solo with something as big as this can be done - but it's not fun!

A promotional graphic for the 'Elevator Pitch' competition. The background is blue. At the top left, the 'Euphoria Business Phone Solutions' logo is displayed. Below it, the 'ELEVATOR PITCH' logo features the word 'ELEVATOR' in a stylized font with a white arrow pointing up from the 'V' to the 'T', and 'PITCH' in a smaller font below it. To the right of the logo, the text 'YOU COULD WIN R2500!' is written in large, bold, white capital letters, flanked by white arrow-like symbols. Below this, a large dark green play button icon is centered. To the right of the play button, the text 'you go head-to-head with another business, on Thursdays with, Alex Jay on Jacaranda FM.' is written in white. At the bottom right, the text 'WhatsApp a 1 minute voicenote pitch about your company or concept to 084 850 0942.' is written in white. At the very bottom, in small white text, it says 'T&Cs and standard rates apply.'

Euphoria
Business Phone Solutions

ELEVATOR
PITCH

**YOU COULD
WIN R2500!**

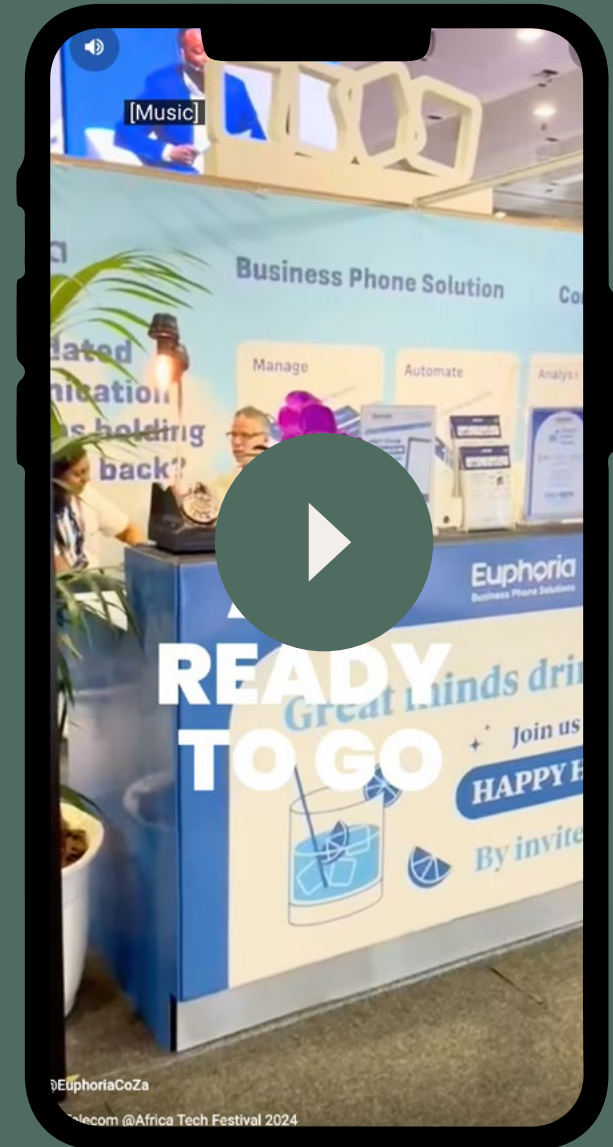
you go **head-to-head**
with another business,
on **Thursdays** with,
Alex Jay on **Jacaranda FM.**

**WhatsApp a 1 minute voicenote pitch about
your company or concept to 084 850 0942.**

T&Cs and standard rates apply.

Rapid event ideation and rollout

I was told less than a month before Africa Tech Fest 2024 that Euphoria had signed up for a large stand in the main communications hall, giving me just 3 weeks to ideate and execute a compelling debut exhibition stand for the brand. I come from an eventing background but even so, the pressure was immense. And I am happy to report that our space was so successful that Euphoria signed up on the spot for a 2025 repeat.



Ad with the highest organic view count

This combined customer testimonial was made over 5 years ago and it is still performing well. It's never been actively promoted but was instead placed on the website homepage, meaning its high view count is organic.



Most cost-effective campaign

Filmed customer testimonials are expensive to make and they can be logistically challenging. They involve off-site shoots and interviews which require a lot of planning and coordinating. I wanted to make more customer testimonials without having to do all of that work. So I came up with a simple and repeatable video template using client voicenotes. This format feels authentic and I use b-roll from our existing internal shoots to support what our happy customers have to say about Euphoria. I have been able to make 5 of them already in less than a year without having to spend much at all. These voicenote videos are effortless yet highly effective.

Euphoria

**“And the
Euphoria
came along.”**



Euphoria

**“Euphoria stands
out as the
telecommunications
provider”**



Looking back: writing for TV

A behind-the-scenes look at the 6-part TV series I wrote for Red Bull, Austria in 2015. *+27: Social/Innovators of South Africa* is still available to view on **Red Bull TV**.

Scripting a documentary: behind the scenes



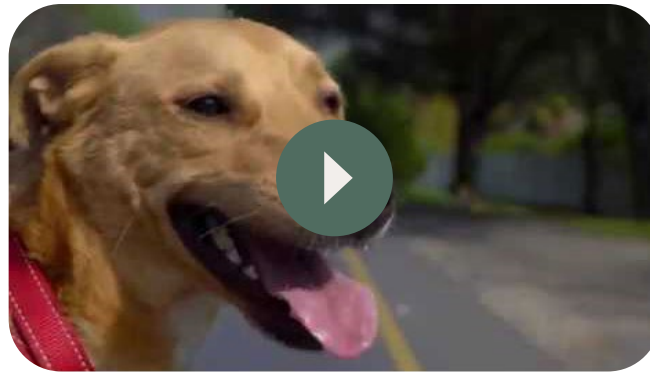
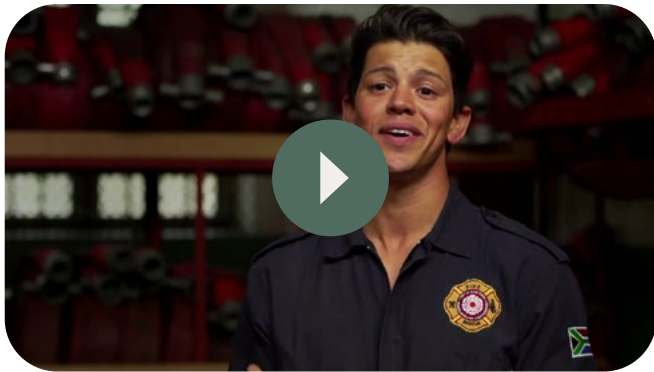
Series Trailer



An oldie but a goodie

Unleash The Love - Husky Dog Food

I conceptualised, wrote and directed a series of videos as part of the *Unleash The Love* campaign - for Husky dog food. We showcased several shelter dogs across South Africa in high-polish, feel-good mini-docs. The series shone a light on adoption-ready dogs and the shelters that care for them, with several shelters reporting a direct increase in adoptions following the campaign.



My work in the press



CSR Done Differently: How Corporate Internal
Marketing Departments Can Support Non-profits



Closing the Gap Between Brand Salience and
Product Consideration in B2B Marketing



KFM radio interview: The He(ART)
Gallery at Kamers / Makers



THANK YOU

To see more of my work go to:

www.conceptcanteen.co.za

Concept Canteen on Youtube