

10^{of} 100 Thithi Nteta



Here to be Original

Where culture leads, brands follow.

From the OG blogger to boutique agency founder, TV launch producer and brand strategist, Thithi Nteta has spent over a decade proving that youth culture isn't a trend to chase, it's a craft to master.

When Thithi Nteta accepted the role of Chief Executive Officer at Until Until, she inherited more than a successful creative agency, she inherited a legacy deeply woven into South Africa's cultural fabric. What began as a youth events business synonymous with iconic experiences like Bacardi Holiday Club has evolved into one of the country's most influential through-the-line agencies, trusted by global brands including YouTube, Absa, Amazon Prime Video, Spotify and Durex to connect authentically with the next generation. It caps a career spent inside youth culture long before the industry called it an economy.

For Nteta, however, culture has never been something to observe from a distance. It is something to participate in, learn from and ultimately help shape.

Long before "creator economy" entered the marketing lexicon, Nteta was living it. While studying information design at the University of Pretoria, she started *teeteeiswithme*, one of South Africa's original fashion and style blogs, and wrote for *Elle* and *Glamour*. She later launched *Travel Girl Boss*, which won Best Travel Influencer at the Cosmopolitan South Africa Influencer Awards in 2019, and co-founded The Other Girls collective, producing *The WKND Social*, a roving Johannesburg event series known for its unexpected venues.

At 25, she was a producer at a small broadcast agency, part of the team that conceptualised and launched Vuzu TV, one of Southern Africa's most popular youth channels. The job demanded more than her title: writing scripts, holding mic booms, sourcing wardrobe. It also taught her an early lesson about leading people twice her age, one that still shapes how she manages teams today.

She then founded Thirteen Options, her own boutique communications and events agency, running it for three years. She served as Nike Sportswear's PR agency of record through the 2010 FIFA World Cup and launched G-Star RAW's South African influencer programme, work she still counts among her career highlights.

Before returning to agency life, she spent several years at Red Bull South Africa, moving from Culture Marketing Manager to Field Marketing Manager, embedding herself in the sport, music and street subcultures the brand relied on to stay credible with young consumers.

That range, from blogger to producer to brand manager to founder, shapes how she leads today.

She believes leadership isn't about having all the answers, but about creating environments where others find their own, and at Until Until mentorship is embedded in everyday conversations and a willingness to trust young people with real responsibility before they feel ready for it.

That same proximity shapes the agency's creative work. Nteta believes relevance can't be manufactured in a boardroom, it comes from listening before speaking and participating before analysing. She treats every campaign and client brief as a chance to expose young talent to the creative economy, creating space for emerging professionals to contribute and experiment so Until Until operates as a launchpad, not just an agency.

Nteta has never treated culture as something to observe from a distance. It's the resource she's built a career on, and the one she's now using to make sure the next generation doesn't just inherit the future, they help design it.

Your
story
matters

