

Pieter -Dirk Uys talks about the artistry in Change

Ruda Landman talks to Pieter Dirk-Uys about his change journey

11 December 2014, Johannesburg – Pieter Dirk-Uys and his alter ego Evita Bezuidenhout have paved the way for South African satire over the years, but it was no easy task. Pieter speaks to Ruda Landman about his journey in a candid interview on BrightRock's Change Exchange.

Born in Cape Town in 1945, Pieter's family were heavily ingrained in the music and arts scene - his father a concert pianist, an organist and a choir leader, and both his mother and his sister pianists. His fondest memories include those where he and his family sang and performed 'concerts' for his two grannies.

Although he initially started out studying to be a teacher at the University of Cape Town, he changed his choice of career when he met a girl in the cafeteria dressed in a red beret, wearing sun glasses and holding a cigarette lighter. He was struck by her look and thought: "Hell, how do you look like that. I want to look like that." He asked, "What do you do?" and she said "I'm an actress!" And so he followed her to drama school.

Within a week of being in drama school however, he was told he did not have the talent to become an actor and that he'd be better off pursuing a career as a stage manager. He took this rejection in his stride and did just that. He says that this turned out to be the best training he could have ever received and to this day he uses all the skills he learnt at that time.

Not long after he began to write plays, Pieter's foray into theatre was met with much criticism with most of his plays being banned by the censor board and even his dad throwing him out of the house. This turning point that led him to create his one man show *Adapt or Die*.

Pieter has since become a critically acclaimed satirist and his alter ego Evita – who describes herself as the most influential white woman in South Africa – is a household name.

His unconventional career path formed the topic of a recent interview by former Carte Blanche presenter, Ruda Landman, one of many conversations taking place on BrightRock's Change Exchange (www.changeexchange.co.za), a dynamic online platform that taps into the emotions behind consumers' biggest life changes. It is a space where people can learn from others going through the same Change Moments", ask questions and share experiences.

Pieter's discussion with Ruda was published on the Change Exchange earlier today (11 December 2014), and in it he shares valuable insights about his life.

Landman says, "I have always admired Pieter-Dirk Uys for his bravery and no-nonsense approach to his craft. This interview allowed me to see his journey and all the changes and challenges he faced to become who he is today. All I can say is what an incredible journey and I can't wait for you all to have the same experience when you watch it."

This is the ninth in a series of change-focused interviews hosted by BrightRock and conducted by Ruda, who herself is no stranger to change, having given up a secure, stable job in the media to pursue a career in freelancing. The series kicked off in May with an interview with Gareth Cliff, who left his job as a radio DJ to start his own "unradio" show, CliffCentral. Ruda also interviewed interesting personalities like Afrikaans rapper Jack Parow, former Miss South Africa Jo-Ann Strauss and University of the Free State rector Jonathan Jansen, who all had interesting stories to tell about the role of change in their lives.

Suzanne Stevens, Executive Director at BrightRock explains, "The Change Exchange encapsulates the ethos of our company. We wanted to give people an opportunity to share their change moments focusing on four key Change Moments, which include "Starting a family", "Tying the knot", "Landing *that* job" and "Making a home", using a diverse mix of contributors, known as Change Agents, who have shared their experiences."

"As our product is designed to change with you as your financial interests shift at these major, life changing moments, we believe these moments are exactly the right time to be engaging with consumers in a way that addresses both the financial and emotional impacts. Our product addresses people's financial needs, and our aim with the Change Exchange is to also help people navigate some of the other aspects of these moments, regardless of whether they're a BrightRock client or not," Stevens concludes.

Join the conversation at www.changeexchange.co.za

ENDS

About the Change Exchange

The Change Exchange focuses on four key Change Moments, which include “Starting a family”, “Tying the knot”, “Landing *that* job” and “Making a home”. BrightRock selects a diverse mix of contributors, known as Change Agents, to share their experiences on those for change moments.

Since launching the Change Exchange in March 2014, close to 20 000 visitors have enjoyed over 27 000 sessions on the site. This engagement has also spilled over into the social media space, with over 6 300 conversations flowing out of the topics discussed on the Change Exchange.

BrightRock identified an opportunity to engage with consumers at a more personal, emotional level. Industry research shows that consumers’ propensity to initiate an insurance purchase is far higher at these times. A 2012 study in the Journal of Risk and Insurance* found that new parents were 40% more likely to buy life insurance cover. It also showed an increase in self-initiated life insurance purchases when starting a new job.

About BrightRock

BrightRock was started with the goal of creating insurance products that truly meets consumers’ and financial advisers’ needs. It offers individualised, needs-matched life insurance cover that’s built around your specific needs at the outset, and is specially designed to change with you as your needs change. And because BrightRock’s cover is flexible and changes appropriately when your needs change, it’s more efficient. This means both your cover and your premiums remain relevant, and more affordable, throughout your life. BrightRock (Pty) Ltd, underwritten by Lombard Life Ltd., is an authorised financial services provider.