

Rapt Creative appoints Sanché van Rensburg as group ECD



By [Evan-Lee Courie](#)

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Anticipating an exceptionally busy year with its strong portfolio of brands, Rapt Creative has appointed Sanché van Rensburg as group executive creative director.



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Sanché van Rensburg, who leaves Avatar where, as executive creative director, she directed all creative and digital operations across the agency's three offices, will assume similar responsibilities for Rapt Creative's homes from Johannesburg, where she will be based.

We find out more from van Rensburg.

■ ***Could you briefly tell us about your career?***

I've spent 23 years in the industry, and have had the opportunity to work at SA's top agencies, on SA's top brands, plus global agencies, and a stint in the fashion industry running my own label showcased at SA Fashion week for five years. I believe I have formed a great understanding of multiple sectors.

■ ***What will your new role entail?***

My role as group ECD is to dive deep into the creative operations of the business to ensure that systems and processes are working at their best, plus to ensure that our creative output is at an international level to be recognised at awards.

■ ***How and when did this come about?***

Garreth van Vuuren (Rapt Creative's managing director) and I connected on social media. We seemed to have the same vision and goal. It was a match made in heaven.

■ ***What excites you most about taking on this role?***

I am excited to be part of the fast-paced growth that Rapt has been experiencing. To join an incredible multi-talented team with the hunger to grow. We are in an exciting place to bring innovative thinking to our clients. 2022 has amazing opportunities ahead.

■ ***What do you love most about your career, the industry and what you do?***

I love the potential of what a new brief brings. It's like opening a lucky packet of new ideas. I adore brainstorming with the team to find those golden nuggets and gems. I enjoy connecting with like-minded industry people that have the same vision to grow. And most importantly, I have a special desire to mentor and grow creatives.

■ ***What are your biggest career highlights?***

In the last 23 years, there have been many awards won and achievements gained. I have enjoyed the multiple relationships and connections I have built. For myself, I have grown as a creative, adding to my skills set and my experience so that I now have loads to offer.

The one big achievement that does stand close to my heart was working on Qatar Tourism while I was at Grid. We created the tourism campaign for Qatar, from TVC to the 360 rollout campaign globally. It was an in-depth project based in Qatar. The work was showcased globally in places such as NYC's Times Square.

■ ***What approach will you take in your role as group executive creative director going forward?***

Based on my experiences and the great team I have at Rapt, I believe our approach should be one that is truly grounded in culture. This will enable us to create work that communicates to our audiences at the right level. By understanding who we are truly talking to we will provide proper solutions or provide products for people that change their lives.

It's our role as creatives to come up with innovative ideas that solve problems. We can't just answer a client's brief, we need to integrate that brief. We need to be innovators.

■ ***What can we see from Rapt Creative in the near future?***

Innovative ideas. Ideas that make change. Ideas that have an impact for the better.

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