

# M&C Saatchi Group SA appoints Neo Mashigo as creative partner

M&C Saatchi Group South Africa has appointed Neo Mashigo as its new creative partner.

By partnering with ECD Cape Town founding partner Gordan Ray and ECD Johannesburg partner Adam Weber, Mashigo will be responsible for further developing the M&C Saatchi group of companies with regards to key initiatives and campaigns within M&C Saatchi Abel. Mashigo will also be responsible for leadership team campaigns from partner agencies Dalmation, Creative Spark, and Avatar.

Mashigo is the co-founder and ECD of I See A Different You and former chairman and a current board member of The Loerie Awards. Mashigo was ECD at Ogilvy & Mather Johannesburg and FCB Joburg before joining I See A Different You.

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