

Promise Agency is delighted to announce a talented addition to the board

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Lufuno Mavhungu has joined as a director and board member, effective immediately...



Lufuno Mavhungu

Lufuno will play a leading role as Creative Director, overseeing a number of brands and teams in the agency. She will work closely with ECD Marc Watson, as well as strategy and account management - and of course, our clients.

James Moffatt, CEO at the agency, notes: "At Promise, we check our egos at the door. Our leaders are hands-on and approachable, and Lufuno fits this ethos so well. Apart from Lu's down to earth "way" of doing business, she also boasts an impressive resumé across multiple marketing categories and agencies. We are so delighted to have her join our leadership team!"

Lufuno holds a BA Degree in Creative Brand Communications (Specialising in Copywriting) from Vega. She has been awarded at Cannes, the Loeries (bringing home a grand prix) and the Pendorings. She has judged at all of these awards, as well as the Assegai's. Lufuno writes in 3 official languages, namely isiZulu, TshiVenda and English.

Promise is a fully integrated medium sized agency based in Jozi. The agency is South Africa's most awarded agency at the 2023 D&AD Awards. It is 2021's Best Digital Agency (The Bookmark Awards), The One Show's number 1 creative agency in SA (2021), as well as a gold and silver winner at Cannes (2021). Promise is also a winner of the FM Ad Focus Agency of the Year awards.

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