

World Wide Creative appoints new leadership to drive its vision into Africa

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One of South Africa's most established digital agencies, WWC, has appointed Louis Janse van Rensburg as its Managing Director for Johannesburg and Africa. Janse van Rensburg will share the groupwide leadership role with WWC co-founder and Cape Town MD Mike Perk. Janse van Rensburg replaces outgoing CEO Fred Roed who now heads up Heavy Chef (Pty) Ltd – an initiative born from within WWC. Roed remains a shareholder within WWC and continues to play an advisory role to the agency's leadership team.



*Louis Janse van Rensburg, WWC MD:
Johannesburg & Africa*

Founded by Perk and Roed in 2003, WWC started as a web marketing firm in Cape Town that over the years grew into a leading full-service digital agency in South Africa recognised for its strengths in large custom platform developments, search engine marketing and its strategy and training programmes for internal marketing teams.

In 2016, WWC started the process of evolving its company vision to that of an Innovation Agency. This points to a clear intention to offer ideas and services that solve business problems, and not only marketing challenges.

“This was such an organic shift” says Roed, “ever since Mike and I started the company and, later, Louis joining to grow our Johannesburg operations, we’ve had an entrepreneurial approach to our client partnerships. Louis and Mike’s natural ability to unlock new growth for businesses make them the ideal duo to lead this new chapter of WWC’s story.”

Janse van Rensburg adds: “We’ve always approached this transition as a game of chess. The first move was to focus Fred’s energy full-time on our influential platform, Heavy Chef, while still retaining the continuity in leadership at WWC. The second set of moves relate to WWC finding its voice beyond just the marketing and advertising sector in South Africa, to a broader innovation sector across the continent where we’ve found the opportunities to diversify and grow our revenue streams as a far more appealing model than the traditional agency game.”

Janse van Rensburg highlights that their appetite to find scale through digital product partnerships and proactively investing in its own broader agency ecosystem including investment into a new innovative office space, is driving a lot of WWC’s long-term ambitions.



*World Wide Creative (WWC) |
Innovation Agency*

“Our offering to the market is simple,” says Perk. “We unlock new growth through digital. We do this by particularly focusing on increasing your digital intensity through digital transformation programmes and product innovation.”

With established partnerships with brands such as The City of Cape Town, Independent Media, The Foschini Group, global telecommunications operator The Afrimax Group and most recent client acquisition JSE-listed Octodec Investments, WWC is set to build on its 14-year track record of success as a company.