

Top executive appointments at TBWA Cape Town, marcusbrewster

Two top executive placements have been announced - Damian Bonse as ECD, TBWA Cape Town and Ingrid Lotze as the new Johannesburg MD of marcusbrewster.



Damian Bonse

Bonse, who started on 1 August 2012, will be responsible for all the work coming out of the creative department at TBWA\Cape Town. He says his prime objective will be to inspire the creatives, guide and grow them, forge strong bonds with clients and pursue a crop of new clients. "A real gift is a clear, simple and concise brief which you know has the potential to do something inspirational. I also love the diversity of the work and ideas. One day you are working on a brief for insurance, the next you are working on milk for toddlers. Anything can land on your desk."

Following the completion of a three-year course at the AAA School of Advertising, he followed his dreams and entered the world of advertising.

"We are excited to have Bonse on board. His 15 years in the advertising industry will be invaluable to the creative team," says Tim Culley, MD TBWA\Cape Town. He adds that the agency enters a new and exciting chapter with Bonse on board. "We're already looking forward to seeing the results of his first campaign," he concludes.

Digital expert for Johannesburg

Ingrid Lotze will join marcusbrewster on 1 September 2012, replacing San Reddy, the current MD, who has stepped down for personal and professional reasons.

An industry heavyweight, she has over 20 years' experience at some of South Africa's most respected consultancies including Text 100, where she was MD-designate and group account director for Microsoft. Other clients she has worked on include ABSA Properties, Acer, Ericsson, HP, Imperial, Johnnic eVentures, MTN, Spar, Steers, Sun Microsystems and Volkswagen.

For the past decade, Lotze has actively immersed herself in ICT, building a portfolio of technology clients including Logitech, CommVault, Acer and Tarsus Technologies. An early adopter of web 2.0, she understands the value of social media strategy, consultation and implementation in both consumer and business-to-business environments.



Ingrid Lotze

As a new leader in the business, she will work with Marcus Brewster to expand the business through addressing product and service opportunities and co-creating business improvements with the current team.

Evolutionary changes

"The PR and communications landscape has transformed rapidly and digital developments affecting consumer behaviour have necessitated evolutionary changes within our organisation," says Brewster. "Her involvement with the industry's legislation committee, her personal interest in technology and her commitment to keeping abreast of best practice, make her perfect to give us a new perspective on our business."

With qualifications from UJ, UCT School of Business and the Gordon Institute of Business, Lotze is also certified facilitator and trainer. A member of PRISA since 1989, and an accredited Public Relations Practitioner since 1994, she is a judge for both the 2012 Loeries and PRISM Awards.

Lotze will remain a shareholder in the strategic communications company puruma, which is run by business partner Gavin Moffat.

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