

Welcome to Marcus Moshapalo who joins Grey Group as creative director

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[Grey Group](#) has appointed Marcus Moshapalo as its new creative director.



MARCUS MOSHAPALO

Moshapalo comes from an illustrious career as creative, director, creator and curator of youth culture. He will lead the creative charge in the [WPP #LIQUID](#) team on Hunter's Cider and Viceroy and promises to bring a blend of manic energy, keen insight and a deft craft hand to the mix.

Moshapalo started at [FCB Global](#) where he worked on accounts such as [Vodacom](#), [Toyota Motor Corporation](#), [Lexus](#), [SC Johnson](#), [SABC 1](#) and [Tiger Brands](#). From there he went on to work on [FNB South Africa](#), [McDonald's](#), [MTN Africa](#), [Honda Motor Southern Africa](#) and [Unilever](#) at [DDB](#).

At [TBWA\Worldwide](#), he worked on [Standard Bank Group](#), [Nissan Motor Corporation](#), Steers and some more [Tiger Brands](#).

In 2013, he joined Ogilvy Johannesburg where he was creative lead on the massive 2014 ANC Election campaign. He also did some work on [Cell C](#), [Hollard Insurance](#) and [DStv](#).

Moshapalo's last stop was [M&C Saatchi Abel](#) where he worked as a creative director on brands such as [Nando's South Africa](#), Windhoek, Tafel, Willards, Bakers, [Nedbank](#) and [South African Revenue Service \(Sars\)](#).

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