

# Hero appoints Warren Van Rensburg as new creative director

Hero, an integrated and mid-sized marketing communications company, has appointed Warren van Rensburg as new creative director of Hero Cape Town.

Warren brings with him a wealth of knowledge, experience and expertise, having worked in the advertising industry for more the 15 years; and has worked on various prestigious brands such as Lucky Strike, Cell C, Hunter's, Red Bull, J&B and Smirnoff. He has received recognition at the D&AD awards -aimed at celebrating the finest creative work in the world. As the newly appointed creative director of Hero, he plans on masterminding and executing big ideas that deliver results for clients, and aims to take creative campaigns to a new level with a strong focus on mentoring his team.

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