

Strategic creative appointments at Saatchi

Saatchi & Saatchi has successfully attracted the award-winning team of Mick Blore and Liam Wielopolski to fill the positions of group executive creative director and Johannesburg group creative head respectively. Blore and Wielopolski join the 'lovemark company' from The Jupiter Drawing Room.



Mick Blore and Liam Wielopolski at Cannes

Saatchi & Saatchi CEO Gail Curtis says she has been actively searching for an executive creative director for some time: "Saatchi grew its revenue in 2006 by a massive 24% (30% in the Johannesburg office), picking up R55.5 million in billing and hiring 45 new people. We felt this placed us in a position to attract the best creative talent South Africa has to offer."

String of award wins

Blore and Wielopolski have worked on some of South Africa's best loved campaigns, including the Nugget Shoe Polish campaign - the most awarded campaign in the history of SA advertising - and have a string of award wins to their names, including statues from Cannes, The One Show New York, the US Clios, the Andys, the London International Advertising awards, the New York advertising festival and the Loerie Awards.

Curtis is pleased to be able to make this appointment locally because she believes that that there is world-class talent in SA that is very capable of performing on the global stage.

"Saatchi & Saatchi worldwide was the second most awarded agency at Cannes last year and this appointment is the start of us bringing a global creative focus into the SA operations. Our attention is on becoming a major creative force in the SA industry."

Since Saatchi & Saatchi began its re-invention into a 'lovemark company' – an ideas company that knows how to connect with consumers – it has attracted ideas people from across the industry: "Mick is an iconic ideas person who not only creates original, innovative advertising, but has demonstrated good managerial skills and an ability to lead and motivate creative teams."

Impressed with SA creative work

Saatchi & Saatchi regional creative director for EMEA (Europe, Middle East and Africa) John Pallant, is delighted to have Blore and Wielopolski on board: "I have been very impressed with the standard of creative work coming out of SA and I am confident that this new team on board we can continue to develop this."

"At Saatchi we like to stay connected, to collaborate and support and encourage one another as much as possible and that's why Mick has already been invited to attend our first 2007 Worldwide Creative Board meeting in Miami."

Blore and Wielopolski will take up residence in the Johannesburg Saatchi & Saatchi offices during May and June 2007.

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