

## Dreamer with a purpose joins JWT

JWT announced yesterday Tuesday 1 September 2009, the appointment of Ben du Plessis as executive creative director of the Johannesburg office.



Ben du Plessis: turning dreams into reality.

Tagged as a dreamer, du Plessis began his career in advertising with Brian Searle Tripp and has since worked with such advertising luminaries as Robyn Putter, Alan Bunton, Peter Badenhorst, Howard Smiedt, Mark Fisher and Matthew Bull, all of whom encouraged him to dream with a purpose.

"JWT is extremely pleased to welcome Ben to our fold. His experience, knowledge, expertise and creative talent will add enormous value. We look forward to a long and fruitful relationship," says group CEO of JWT South Africa, Modise Makhene.

To date, Ben has had big dreams for brands that include Audi, KFC, DSTv, Fanta, Harley Davidson, OXY, Tabasco, Rama, Flora, Makita and Trees for Africa. He has become quite good at dreaming with a purpose. He has even won a few dreaming awards and you won't believe how much money he's making for himself, for his employer and most of all, for his clients!

"The JWT Johannesburg team and our clients look forward to working with Ben. Having him at the creative helm will enable us to drive creativity, value and service to even greater levels," concludes JWT Johannesburg MD Judy van Dam.