

Christian Horsfall joins NATIVE VML as creative director

Christian Horsfall has been appointed as Creative Director at NATIVE VML. Horsfall is a multi-award winning creative, experienced in ATL, BTL and digital. He started his career as an art director in Johannesburg in 2001 at Lowe Bull Calvert Pace. He then worked for FCB and Morris Jones & Co before leaving for the UK in 2004.

While in South Africa, he was involved with accounts including Toyota, Wimpy, Axe, Vodacom, First National Bank and kulula.com. In London he worked for Draft FCB, Publicis, The Partners and VML London on big-name clients including Xbox, PwC, Deloitte, The Barclays Premier League, Renault, Saab, Vauxhall, Investec, Carlsberg and LG.

He has an impressive track record with three Cannes Lions (two Silver and one Bronze), a One Show Merit Award, a BIMA (British Interactive Media Award), a Midas Silver and a Silver Loerie award in his collection. He has also featured in the D&AD Annual twice.

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