

Ivan Moroke becomes co-opted member of Brand Council

The Brand Council South Africa (BCSA) has announced that Ivan Moroke, CEO of TBWA\Hunt\Lascaris, has joined its board as a co-opted member, with immediate effect.



"As a formative and influential member of the BCSA development process, we are delighted by his decision to join the board as a co-opted member. As BCSA enters its second year in existence, we remain excited at the progress made and mindful of the challenges that still lie ahead of us," says Sean McCoy, chairman of BCSA, who is looking forward to Moroke's contribution to the Council and the branding industry as a whole.

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