

Gerry Human for Ogilvy London

Gerry Human, chief creative officer of Ogilvy South Africa, is taking up the position of executive creative director of Unilever Worldwide, based at Ogilvy London, as of January 2009. The announcement was made late this afternoon, Tuesday, 25 November 2008.



He will, however, continue to contribute to the SA group's creative product.

According to CEO Nunu Ntshingila, Human has made an immense contribution to the development and growth of the agency. "Much of the success we are enjoying is due to Gerry's influence in lifting the overall creative output and inculcating a creative ethos that permeates throughout the group," she said.

"Best is yet to come"

Human said that he has enjoyed five of the most exciting years of his life at Ogilvy SA and feels privileged to have been part of such a talented and professional team. "There is phenomenal energy and momentum in the agency right now as well as a huge pool of talent for our astonishing client list to draw from. I've no doubt that the best work is yet to come."

"We are confident that the talented and capable creative teams in Johannesburg and Cape Town, headed by executive creative directors Fran Luckin and Chris Gotz respectively, will continue with the legacy of success Human has shaped," said Ntshingila.

Since 1988, Human worked at big name agencies such as TBWA\Hunt\Lascaris and Net#work BBDO, and in 1998 he opened the hot shop HarrisonHuman. In 2003 Ogilvy acquired HarrisonHuman and brought Human on board as executive creative director of Ogilvy Johannesburg.

Multitude of creative accolades

Human's work has been honoured with a multitude of creative accolades, including three Grand Prix and nearly 50 Gold Loeries, 20 Cannes Lions and the Grand Prize at the London International Awards, to name but a few.

He was chairman of the Creative Circle from 2004 to 2006 and in 2003 he served on the Cannes Film jury. He currently serves on the holding board of Ogilvy SA, the executive committee of the Creative Circle and the board of the Loerie Awards.

“We are so proud that Gerry will be working with clients on the global stage and sharing with them his vision, energy and talent. At the same time he'll bring considerable value to South Africa, both at agency and client level,” concluded Ntshingila.

- Ogilvy SA COO Mike Abel left the company in October 2008 to move to Sydney, Australia.

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