

Avatar appoints Grant Sithole as new chief creative officer

It's been a year since Grant Sithole joining Avatar as ECD, and now he's taken on the full creative direction of Avatar Johannesburg and Cape Town as chief creative officer.

This comes off his massive win trajectory of not only H&M and Chevron but also Skyy Vodka.

Sithole, who is a member of the 2018 Loeries and Creative Circle jury, has an impeccable pedigree: 12 years at FCB Africa, then Ogilvy and Bakone. His award-winning work is showcased on brands such as Coca Cola, Vodacom, Toyota, Old Mutual, FNB, Tiger Brands, DSTV and Standard Bank. He continues his high energy radio show G Man, The AdMan on Cliff Central ("I mean, come on!").

Veli Ngubane, co-founder of the agency has stepped into a Group MD role as the agency settles new business wins, "Grant is the creative answer. He gets it. Clients get it. The team gets it. We're looking forward to showcasing the work in 2019."



Grant Sithole is Avatar's new chief creative officer. Image supplied.



Avatar: Challenging the agency norm

Leigh Andrews 1 Oct 2015



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