

Wendy Moorcroft appointed Creative Director at JWT Cape Town

In a major coup for JWT Cape Town, the agency announced that it has gained the formidable creative talents of Wendy Moorcroft, the country's top copywriter according to the latest AdFocus survey. A veteran with a track record of more than 17 years in the advertising industry, Wendy is intent on pushing the boundaries of creativity within this progressive agency. Her considerable experience will be invaluable in entrenching JWT Cape Town's reputation in the global advertising landscape.

Before joining JWT Cape Town, Wendy spent eight years at TBWA Hunt Lascaris, working on all their major accounts, including Standard Bank, BMW, MTN, Nando's, Nashua, Woolworths, Nampak, Reach For A Dream, UCB, Tiger Brands and National Brands. Her quest for new challenges lead her to JWT Cape Town, where she takes over from Paul Sellers, who has assumed his new role of international creative consultant to JWT world-wide.

Wendy started out as a copywriter almost 18 years ago. Critical acclaim has earned her more awards than she can remember. Amongst Wendy's achievements are two Cannes Gold Lions and one Silver, about 25 Loeries, Loerie Grand Prix, Eagles, Ad of the Month and Ad of the Year Awards, One Show, D&AD, Art Directors Club and Clios. Most recently, her campaign for the Seychelles was one of the top five most awarded print campaigns in the world last year.

Her fascination with simple human truths has seen Wendy produce amazing work that compels people to react, building long-lasting brand relationships. Serious about producing advertising that is memorable, she considers it imperative that the message elicits an emotional response from the audience on some level. "So much advertising communication ignores the human part of the person-brand relationship," she says. "Advertising that is just about the brand is only half of the story. My philosophy is hearts first - the minds will follow."

Raymond Kieser, Managing Director of JWT Cape Town, expressed his delight at Wendy's appointment saying, "We are extremely fortunate to have acquired someone of Wendy's calibre. Her extensive experience in designing campaigns for blue-chip clients, coupled with her inspired vision of the industry, will without a doubt propel JWT Cape Town into a creative league of its own."

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