

# Welcome to Marcus Moshapalo who joins Grey Group as creative director

Issued by [Grey Africa](#)

19 Jan 2021

[Grey Group](#) has appointed Marcus Moshapalo as its new creative director.



## MARCUS MOSHAPALO

Moshapalo comes from an illustrious career as creative, director, creator and curator of youth culture. He will lead the creative charge in the [WPP #LIQUID](#) team on Hunter's Cider and Viceroy and promises to bring a blend of manic energy, keen insight and a deft craft hand to the mix.

Moshapalo started at [FCB Global](#) where he worked on accounts such as [Vodacom](#), [Toyota Motor Corporation](#), [Lexus](#), [SC Johnson](#), [SABC 1](#) and [Tiger Brands](#). From there he went on to work on [FNB South Africa](#), [McDonald's](#), [MTN Africa](#), [Honda Motor Southern Africa](#) and [Unilever](#) at [DDB](#).

At [TBWA\Worldwide](#), he worked on [Standard Bank Group](#), [Nissan Motor Corporation](#), Steers and some more [Tiger Brands](#).

In 2013, he joined Ogilvy Johannesburg where he was creative lead on the massive 2014 ANC Election campaign. He also did some work on [Cell C](#), [Hollard Insurance](#) and [DStv](#).

Moshapalo's last stop was [M&C Saatchi Abel](#) where he worked as a creative director on brands such as [Nando's South Africa](#), Windhoek, Tafel, Willards, Bakers, [Nedbank](#) and [South African Revenue Service \(Sars\)](#).

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