



andy dippenaar
creative director + copywriter

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Skilled and versatile creative professional with 30+ years' experience and a demonstrated ability to produce standout creative concepts, develop effective creative strategy, build brands, lead teams and grow business.

summary

Schooled in three of South Africa's biggest and best global agencies, I co-founded an independent creative practice now in its 23rd successful year. I've worked on the world's best known brands, on feisty challenger brands and have helped maverick start-up brands get going. I've contributed to work that's had success on the awards stage and which has shown its worth at the cash register. I've collaborated with brilliant people, led incredible talent and have partnered with smart, courageous clients. I believe that hard times call for harder thinking.

highlights

- At Ogilvy, appointed youngest creative director in SA's largest advertising agency.
- Appointed to the board as alternate director at TBWA and later as a company director at FCB.
- Led the creative campaign to launch BBC Worldwide Channels in South Africa.
- Trusted by South African Breweries (now AB InBev, the world's largest brewer) with a diverse portfolio of development brands.
- When measured by marketing management consultancy Yardstick, clients reported an 84% satisfaction rating for creative concepts and a 75%+ rating for ideas that solicit the desired response, results that are well above average and in the "corridor of excellence".
- Guided creative strategy, creative and brand development for SA's largest wood paneling and décor company, PG Bison, contributing to exponential growth of the business and making it the jewel in the crown of KAP Industrial Holdings.
- From naming to logo design, creative platform and multi-channel campaign implementation, launched CoreShares Investment Managers, contributing to extraordinary growth, reaching +R10bn in Assets Under Management in just 6 years, making the brand itself a saleable asset, recently purchased by 10X Investments.

key skills

- Awarded writer, creative director and successful business leader with 30+ years' experience.
- A proven track record for building and nurturing thriving teams and developing emerging talent.
- Adept at developing meaningful briefs, discovering and interpreting valuable insights.
- Extremely capable of working with clarity and purpose.
- Highly experienced at creating enduring, effective, winning work built upon solid core concepts and robust creative platforms.
- Incisive strategic thinker with a proven ability for solving problems and finding opportunities.
- Extensive planning and resource management skills.
- Confident, articulate speaker and persuasive presenter able to engage constructively with audiences at all levels.
- Excellent ability to build meaningful inter-team, client and supply-partner/vendor relationships.
- Skilled in a diverse array of disciplines and able to work effectively across a multitude of traditional, unconventional or digital channels.
- Solid entrepreneurial skills, with an intuitive ability to balance creativity with business objectives.

additional experience

Creative Director/Company Director

FCB (SA)

Creative Director/Alternate Director

TBWA/Hunt Lascaris (SA)

Copywriter/Group Head/Creative Director

Ogilvy (SA)

Copywriter

Direction Advertising & Marketing (Zimbabwe)