

JAE Brits

Integrated Creative Director

Professional Summary

As a seasoned Creative Director, I am a conceptualiser, creator and crafter. My experience spans SA, Africa and the globe, having worked with brands across a wide range of industry sectors, market segments and platforms.

My passions are to lead, inspire and develop fresh creative, design and digital solutions that deliver holistic results for brands. Starting as a graphic designer, I have built my strategic and creative skillset into one that is versatile across the creative stack (ATL, BTL and digital). To me, great creative ideas transcend channels, when they are strategically sound and insight driven.

Both conceptual and practical, I have an unwavering focus for adding value to brands, whilst being deadline and budget conscious. From a leadership point of view, I have lead integrated studios with a talent for building supportive and collaborative environments that bring out the best in creative professionals. I enjoy the challenge of working with people from varying locations, backgrounds and cultures, fostering a collaborative framework, and ensuring that brands and my creative team grow.

As an award-winning creative, I graduated at AAA School of Advertising, and spent 2 years lecturing at VEGA School of Brand Leadership (Johannesburg).

Reference Extracts

Mr. Mokgethi Magapa
Marketing Director

G4S, BTC,
beMobile
(Botswana)

"I worked with Jae when Chillibush provided marketing consultancy services to beMOBILE and he was the Creative Director. His level of creativity always pushed boundaries and depicted an extensive knowledge and experience of not only the mobile business, but business strategy in general. He always was able to provide those "Eureka" moments in our campaign and lived true to the beMOBILE brand of young and cheeky. A distinguished gentleman and great team player."

Mr. Amie Venter
Marketing Director

iWyze &
Hollard
Insurance
(South Africa)

"Jae played a pivotal role in the development of the iWYZE brand identity. Both the brand name and visual identity were results of his creativity. Jae is a lateral thinker who can grasp a client brief and find new and interesting creative angles. He is especially strong on visual creative, showing a rare ability to balance the need for clarity, focus and impact with that for information and call to action. In radio and TV creative, his careful use of humor in reveal manages to both amuse and emphasise, making his communications memorable and effective. I would recommend Jae for work where these attributes are an asset."

Contact

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Personal Details

Full Name

Johannes Brits

Nationality

RSA

Languages

English, Afrikaans

Qualifications

- **Digital Marketing**
(2017)
University of Cape Town
- **Advertising / Graphic Design**
(1996-1999)
AAA

Skills

- Integrated TTL Campaign
Conceptualisation,
Implementation & Management
- Graphic Design
- Art Direction
- Digital Conceptual Thinking
& Design
- Social Conceptual Thinking
& Design
- Website Design & Development
- UI Design & UX Development
- Strong Strategic Creative Ability
- Strong Conceptual Ability
- Strategic Alignment
- Budget Awareness
- Production Process Awareness
- Deadline Driven
- Leadership / Team Management
- Relationship Management



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Mr. Thapelo Pabalinga
Founder & MD

Leapfrog
Advertising
(Botswana)

Reference Extracts (Continued)

"I have worked with Jae on the BTC account in Botswana. He was the creative director. He is simply the best brain, designer I have ever worked with. His work took beMOBILE a cellular division of BTC from virtual start up to being one of the most recognised brands in Botswana. His work speaks for itself."

Key Career Highlights

- Growing my own strategic brand, marketing and creative consultancy (www.stratvertising.com), and opening our doors in Gaborone, Botswana in 2018
- Played an integral leadership and creative role in key account wins and account retention for Avatar inclusive of Business Connexion, Brand South Africa, SAA, Caltex (Chevron Group), uBank, KPMG, FOX, National Geographic Africa, BET, SANRAL, SANOFI, Astra Zeneca, British American Tobacco, King Pie, YEKANI
- Launching the new brand, Free TshWi-Fi - this localised, digitally orientated and truly South African brand campaign increased their unique subscriber base by 400k to 2m, within 3 months
- From May 2011 – Aug 2013, I lectured part-time at the Vega School of Brand Leadership (Introduction to DTP & Graphic Design - Basic Design and Applications)
- Developing and launching the NEF Asonge Share Scheme brand with a through-the-line campaign which resulted in a 13% oversubscription
- Creating and launching the new iWYZE brand in the emerging market. This campaign created significant breakthrough and had to be halted temporarily by the client, as they needed to built internal capacity due to the large lead volumes received
- Spearheading the repositioning of the Bonitas Medical Fund brand, with the through-the-line creative campaign which resulted in Bonitas being rated the #1 medical aid brand in 2006, 2007 and 2008 - Markinor / Sunday Times survey
- At Inroads, I lead the creative pitch team who won the Cell C retail account. Once we were appointed, I was promoted to Creative Director on this account
- I was selected as a judge for the Direct Marketing (Assegai Awards) creative panel at the age of 23
- At the Action Agency (which specialised in direct marketing), I was appointed as the lead creative on all new business pitches due to achieving an 85% pitch-win strike-rate

Software Skills



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Integrated Creative Director

Chief Group Creative Director

Employment History

STRATVERTISING BRAND COMMUNICATIONS (Johannesburg and Botswana)

May 2017 – Current

I inspire and motivate the creative team to think more holistically and deliver powerful and effective ideas across all channels, that drive tangible break-through results for clients and brands. As a founder and EXCO member, I work with clients, brands and agencies both locally and abroad.

Role

- Conceptualisation / ideation
- Creative strategy and implementation TTL
- Kick-off brainstorming / creative review sessions / creative refinement
- Client briefings and presentations
- Leadership (creative and agency)
- Talent management / mentorship / inspiration
- Agency collaboration
- Business growth and development

Agencies Consulted to

- RETROLEX CONSULTANCY (South Africa)
- JOE PUBLIC (South Africa)
- LEAPFROG (Botswana)
- HORIZON - OGILVY (Botswana)
- BRANDFLUENT (UK & South Africa)
- RE-D Marketing (Australia & South Africa)

Brands

Liquid Telecom, Servest, uBank, Limpopo Tourism, Wonderboom National Airport, City of Tshwane, Development Bank of Southern Africa, Gauteng Growth and Development Agency, Gauteng Enterprise Propeller, CIPC, Bankseta, CipherWave, TshWi-Fi, Discover Tshwane, Joint Prosperity, TEDA, National Empowerment Fund, Alcatel, Citibank, JET, Kgare Insurance Brokers (Botswana), BTC (Botswana), Scratch Power (Botswana), Fiducia (Botswana), Bongotel (UK), Bunny Chow (Australia).

Creative Director (Head)

AVATAR AGENCY (Johannesburg - South Africa)

Aug 2012 – May 2017

I was employed by Avatar to expand their services from a Digital Agency to a Full-Service Agency – delivering Through-The-Line solutions with digital at the core. Reporting into the Executive Creative Director, I lead a team of art directors, designers and copywriters, whilst working closely with brand and digital strategists, content developers, web developers and community managers.

Awards

Orchid Award

- Best adaptation of a brand campaign into retail communication (Cell C)

ADRP - Tools of Trade Award

- Best International Campaign - Cinema, Outdoor & Print (South African National Blood Service - SANBS)

Ad Review Award

- Best Print Ad of the month (Inroads)
- Best Print Ad of the year - Finalist (Inroads)

Spicers Design Award - Gold

- Best design in print medium (Spoonet)

Loerie Award - Special Mention

- Outdoor Media (Valpré Mineral Water)

O² Oxygen Award - Gold

- Best student campaign (Valpré Mineral Water)



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Employment History (Continued)

During my employment period the Avatar Creative team grew from 2 to 20+ team members and received accolades for:

- * *Financial Mail / Ad Focus – Medium Size Agency of the Year (2018)*
- * *Financial Mail / Ad Focus – Finalist (2017-2018)*

Role

- Conceptualisation / ideation
- Leading creative pitches
- Creative strategy TTL
- Digital creative and implementation
- Client briefings and presentations

Brands

Business Connexion, Brand South Africa, SAA, Limpopo Tourism, Caltex (Chevron Group), uBank, KPMG, FOX, National Geographic Africa, BET, SANRAL, SANOFI, Astra Zeneca, British American Tobacco, King Pie, YEKANI.

Creative Director (Head)

LEAPFROG (Gaborone - Botswana)

May 2011 – July 2012

I was head-hunted by the MD of Leapfrog to head up their creative division and manage their studio team in Botswana across several key accounts, which I had a hand in winning.

Role

- Conceptualisation / ideation
- Client briefings and presentations
- Creative strategy and implementation
- Talent management / mentorship / inspiration

Brands

Botswana Telecommunications Corporation (BTC), beMobile, Brand Botswana, FNB Botswana.

Creative Director (Head)

CHILLIBUSH COMMUNICATIONS (Johannesburg - South Africa)

Apr 2003 – April 2011

In 2008, Inroads Communications merged with Chillibush Communications. As Creative Director at Inroads, I managed a creative team of 7 after pitching and winning the Cell C Retail account. I was appointed as Head Creative Director, overseeing a full-service creative team consisting of art directors, graphic designers, copywriters, digital developers, DTP operators and proofreaders.

Portfolio

Visit www.jaebrits.com



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Employment History (Continued)

As a MANCO member, I played a pivotal role in the Groups growth - doubling in revenue within two years – by leading the creative team to winning numerous major accounts inclusive of iWYZE Valuables Insurance (Old Mutual), IDC (Industrial Development Corporation), BTC (Botswana Telecommunications Corporation), Sasol, Bonitas Medical Fund, RICA and Altech.

Role

- Conceptualisation / ideation
- Kick-off brainstorming / creative review sessions / creative refinement
- Creative strategy
- Creative project management (briefs from concept to completion)
- Quality management
- Client relationship building
- Leadership (creative and agency)
- Talent management / mentorship / inspiration
- Agency collaboration

Brands

Cell C, Coca-Cola SA, Nike SA, Air Botswana, Altech, RICA, DTI, SEACOM, iWyze (Old Mutual), IDC, Bonitas Medical Fund, Botswana Telecommunications Corporation, The Blue Train, SANBS, Shield (Unilever), Lipton Ice Tea (Unilever), Anglo American, Transnet, Shosholoza Meyl, Kwazulu-Natal Department of Transport, Murray & Roberts (Technicrete), National Empowerment Fund, Khula Enterprise Finance Ltd, Powerstar, Bridge Group.

Graphic Designer / Art Director

THE AGENCY (Johannesburg) Aug 2000 – Mar 2003

Brands

Peugeot, Southern Sun, SA Express, Telkom, Internet Solutions, Rentworks, Viamax, Gauteng Tourism, SA Post Office, Eskom, African Bank, UNISA, Technikon SA, Dogmor MIDAS, Yellow Pages and Hyper Agrochem.

Graphic Designer

MEDIA GALLERY (Johannesburg) Nov 1999 – Jul 2000

Brands

Gerling Financial Risk and Insurance, Decillion International Financial Services, The Bond Exchange of SA and SASOL.

Graphic Designer

ADZ Advertising (Johannesburg) Jan 1999 – Oct 1999

Brands

Steers, House of Coffees and Mimmo's.

Portfolio

Visit www.jaebrits.com

References

Available upon request.

