

# Thule Ngcese joins Boomtown

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Creative heavy-weight Thule Ngcese has joined Boomtown to add punch to the agency's efforts to buff its creative output.



With several local and international awards under his belt, including two Loeries Grand Prix, Thule is an art director by trade.

He entered the advertising agency ring as an art director at The Jupiter Drawing Room (Cape Town) in 2003 and then continued to hone his skills at Ogilvy Johannesburg (two separate stints), DDB South Africa and FoxP2 before joining Yumo in 2017 as creative director.

During his career, Thule has contributed to the success of numerous brands in various sectors including motoring (Hyundai, Audi, Nissan, Honda), media (DStv, Supersport), alcoholic beverages (Johnnie Walker, Smirnoff, Distell, South African Breweries, AB InBev, Diageo), telecommunications (MTN, Cell C), electronics and consumer goods (Philips SA, Nike South Africa), tourism and travel (Mango, South African Tourism), financial services (FNB, Liberty, Sanlam), fast food (McDonald's, KFC) and sport (Orlando Pirates).

At Boomtown he will lead teams working on the agency's clients with a national footprint, including Nescafé Ricoffy, Lafarge, Hogan Lovells, South African National Space Agency (Sansa) and Easigas.

"Our Boomtown Johannesburg vision for our clients is that creativity immersed with the people on the ground helps us see

what others don't see. This helps us solve business and everyday life challenges by translating them to design, technology, experience, commerce and advertising," said Ngcese about his new role.

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