

Matthew Barnes joins OneDayOnly

Daily deals e-tailer OneDayOnly has appointed Matthew Barnes, former chief creative officer at Ogilvy Johannesburg, as its new executive creative director. The appointment is effective as of 1 February 2022.



Matthew Barnes, ECD, OneDayOnly. Source: Supplied

Barnes' 20-plus year career in advertising has come with awards from the industry's foremost bodies, including the Cannes Lions, Loeries and Smarties.

Laurian Venter, sales and marketing director at OneDayOnly, says: "We've been incredibly fortunate to have experienced the growth that we have over the last 11 years. It seemed like the natural progression – to bring on an award-winning innovator who is capable of enacting even more growth. I don't think we could have found a better fit for the role.

"Matthew's experience in itself makes him the perfect candidate for the job. Ogilvy Mather, Publicis, TBWA Hunt Lascaris – he's worked with and led teams of top creatives on a global level. It's not just his experience that has us excited though. His distinct persona is one that fits the OneDayOnly culture seamlessly."



Ogilvy Johannesburg CCO Matthew Barnes to depart from agency for new venture

Ogilvy South Africa 22 Apr 2021



Commenting on his appointment, Barnes remarks, "The secret ingredient to great advertising is a brave client with a powerful brand and a creative culture. I've been lucky enough to work with a few of these increasingly rare beasts. So to be given the opportunity to join OneDayOnly is like winning the creative lottery."

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