

# The Creative Director and like... by the mountain, bru

Issued by [icandi CQ](#)

20 Jan 2009

What happens when business factors are changing and office space is rearranging? You work smarter as well as harder. A ten-year creative work-out puts us at the helm of ensuring that your communications do just that, with fresh strategic appointments and even a new (i)candi shop near you.

We celebrated the right to call ourselves communication specialists as we blew out ten candles on our birthday cake in Johannesburg this past December. The icandi COMMUNICATIONS growth involves reflecting on a well rounded CV that articulates resilience and sticking through the difficult times - delivering to an array of clients on the good, the tricky, and the near impossible.

Magnifying the celebrations with an increased partnership, icandi COMMUNICATIONS proudly welcomes Sacha Traest as new partner and Creative Director. Sacha has been with icandi COMMUNICATIONS for more than five years and his creative contributions have been largely instrumental in establishing our agency as the full service marketing and communications specialists that we are.



Sacha's passage includes winning a PICA award for Best Annual (Loerie Awards Annual), working as Art Director at Deslink Media, and now at the helm of icandi COMMUNICATIONS' creative direction - Sacha's principal contribution is the precise ingredient for a fresh approach and renewed energy.



As we grow and select bigger shoes for our growing feet, we recognise too that our specialty can be exercised on a bigger level geographically. Company, industry and strategic stalwart, Ilona Fookes recently opened shop, by like... the mountain. This expansion to Cape Town is an exciting opportunity to push our own limits, stay in front of the pack, and ultimately puts us in the hood to build relationships with leads and corporate communication requirements in the Cape.

While everyone is talking about the concern on budget and ad spend and the focus shifting to internal communications as the sales driver - does your agency know what they are doing? With 10 years under our belt, and a list of blue-chip clients that include Nedbank, DBSA, KPMG, Murray & Roberts and more, we are proud to have earned the stripes and the right to call ourselves communications specialists.



icandi COMMUNICATIONS. Results driven communication from the inside out.

Don't hesitate to get in touch with the inside out communication specialists. Your employees are the best ambassadors you have. We will enhance that power and be the clincher in your brand building efforts.

## Editorial contact

Dylan Balkind  
icandi COMMUNICATIONS  
+27 11 234 8384

- **Brand love, from the inside out** 14 Feb 2024
- **Is 2024 the year we unlock AI internal Communications?** 17 Jan 2024
- **How to draft craft an annual report** 20 Jun 2023
- **Tell or sell - how website storytelling goes beyond selling** 8 May 2023
- **Can your EVP drive work-life integration in 2023?** 23 Mar 2023

icandi CQ



icandi CQ is a 31% Black Woman Owned, Level 2 B-BBEE strategically driven full-service digital brand, communication and employee experience agency.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>