

# Havas Worldwide South Africa welcomes Eoin Welsh as new ECD

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As one of the world's largest advertising, digital and communication groups, Havas Worldwide is always looking to be at the forefront of creativity. In line with this, Havas Worldwide South Africa welcomes Eoin Welsh as the new executive creative director to the company.



Born in Dublin, Ireland, and bred in Johannesburg, Eoin Welsh comes highly recommended in the creative advertising world, says Havas Southern Africa CEO, Lynn Madeley.

His history includes working for large agencies including Metropolitan Republic, Lowe Bull Johannesburg, Lowe Prague, King James and Leo Burnett Johannesburg, among others.

Eoin has worked on local and international brands including FNB, MTN, Vodacom, 702 Talk Radio, MNet, Edgars, Toyota, Unilever, Samsung, Nestle and Deloitte, to name a few.

"Eoin comes extremely well awarded, with over 30 Loerie Awards, over 40 Creative Circle Ad of the Month Awards, five Cannes Awards finalists and a Pendering Gold award to his name," says Lynn.

She adds that Havas Worldwide SA was looking for an executive creative director who possesses the leadership skills to lead the creative team and the agency as a whole, which she believes the company has found in Eoin.

"Havas is poised to skyrocket, and to be part of that is incredibly exciting," says Welsh. "It's an agency with a wise head but a young heart, and that's a combination I couldn't resist."

Lynn further emphasises that Havas is all about doing 'great work that works', which she feels sums up Eoin's creative point of view. "We needed someone to take our group to the next level, and we feel that Eoin is the man to do that," she says.

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