

## New MD for Y&R Johannesburg

Y&R Johannesburg announced today, Friday, 6 October 2006, the resignation of MD Tracy Nethersole and the appointment of Melanie Behan as her replacement.

Yossi Schwartz, CEO of Y&R South Africa, says he has no doubt Melanie Behan will bring a new management style and fresh energy to the Johannesburg team. "Melanie is one of the best talents the industry currently has to offer," he adds.

Nethersole had worked with Y&R (previously known as Gitam) on and off for ten years. She started her career at Gitam as an incredibly capable account director and over the years looked after clients such as JD Group, Danone, Colgate and Apple. As MD, Tracy played an integral part in managing the successful SABC pitch.

Behan joined Y&R from outside the advertising industry and since her arrival has successfully managed the MTN account. Prior to entering the advertising arena, Behan studied business at Oxford Brookes, thereafter exploring the consultancy industry that involved high-end strategy development and designing brand integration solutions. Behan has quickly become known within the industry for her positive and larger-than life personality.

The management team of Y&R South Africa now comprises Mavuso Msimang as chairman; Yossi Schwartz, CEO; Graham Vivian, financial director; Melanie Behan, new MD Johannesburg; Gerrie Heyneke, MD Cape Town; Chris Marais, MD Y&R Africa; and Fraser Lamb, MD Wunderman.

Y&R South Africa is allegedly the fourth largest agency in southern Africa, with clients such as MTN, SABC, Danone, Caltex, Colgate and JD Group under its belt. Some of its most recent work includes the MTN Brand Advert currently fighting, dubbed 'A call can start it all', SABC's Vuka Sizwe campaign and the American Swiss Diamonds Campaign.

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