

Tanja Lategan appointed as Creative Spark's new MD

Creative Spark has announced the appointment of new managing director, Tanja Lategan (former Primedia Online CEO), who will steer the digital agency through its next phase of growth and ramp up the company's integrated marketing offering.



Tanja Lategan, Creative Spark's new MD

Creative Spark, acquired by the M&C Saatchi Group in 2015, is a Johannesburg and Cape Town-based specialist digital agency partnering with clients Philips, Kimberly-Clark, EOH and Gautrain. More recently the agency has been appointed the digital transformation partner for Medscheme and full-service digital agency for the Danone stable of brands which includes NutriDay, Ultramel and YogiSip.

Lategan will oversee the delivery and continued growth of the seven-year old agency comprising of about 60 people that provides strategic digital solutions, creative digital design, web and app development to clients in both South Africa, across the continent, and within the M&C Saatchi network.

Brilliantly simple solutions

Lategan comes with 14-years' digital experience – most recently heading up Primedia Online, where she was responsible for the launch of sales agency Dash of Lime and founded the content marketing business Juice Content, which subsequently grew into a fully-fledged digital marketing agency, servicing the likes of Adidas, Old Mutual, Cell C, Yahoo! and Telkom. “I am very excited to join such an inspirational group of creative companies,” says Lategan. “As a member of the M&C Saatchi Group, Creative Spark is in a position to provide brilliantly simple solutions for their clients, delivered by their diversity of talent, range of services and ability to innovate.”

“I look forward to continuing to build on Creative Spark's reputation as an industry leader in innovation, and to ensure that it will not only be regarded as one of the most sought after digital agencies in South Africa but also contribute to M&C Saatchi Abel's mission to be one of the most desired creative companies on the continent,” she says. “In an increasingly complex world digital has become more than just a medium. It has become an enabler. Adopting an omni-channel customer centric approach, driven by insights, inspired by world-class creative and enabled by digital technology will be a key focus to driving the company's integrated marketing solutions.”

Delivering powerful ideas for a digital world

Matthew Buckland, the outgoing managing director and founder of Creative Spark, moves into a group role as founder and chief executive for digital, with a focus on key Creative Spark clients and group digital clients. "We are very pleased that someone of Tanja's exceptional digital talents will be joining the agency management team. Our agency and Tanja have had a close relationship for a number of years, and we have tracked Tanja's impressive career in the digital industry for some time now, including her entrepreneurial endeavours at Primedia Online. We are excited for this next phase of our incredible growth story," says Buckland.

Founding partner and chief executive of the M&C Saatchi Group in South Africa, Mike Abel says: "Delivering powerful ideas for a digital world is core to our strategy as we focus on our vision of becoming the most desired creative company on the African continent. Tanya is a key hire, bringing both huge depth and breadth of experience, an entrepreneurial orientation and the all-important practical know-how to deliver both to clients and on our vision."

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