

Liquorice appoints executive creative director

Off the back of more than doubling in size over the past three years, Liquorice, one of South Africa's leading digital agencies, has appointed Brian Carter as executive creative director. At the same time, it named Blane Fraser as creative director.

In this new role as ECD, Carter will oversee the creative team across all four South African offices, plus set up new creative teams as the agency expands across the rest of Africa.

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