

Bruce Anderson joins Lowe Johannesburg

[Bruce Anderson](#) has joined the Johannesburg office of [Lowe and Partners SA](#) as executive creative director. He has 17 years' experience with agencies such as TBWA Hunt Lascaris, Ogilvy and Mather Johannesburg, The Jupiter Drawing Room and more recently jointly heading up Net#work BBDO's creative department. Anderson has worked with brands such as Mercedes-Benz, Nokia and Visa.

He will be responsible for collectively leading the agency by enhancing its capability through creative innovation and team led work.

Along with injecting his unwavering energy and creative sensibility into the Lowe team, Bruce plans to conquer the infamous Joburg2C multistage mountain bike race this year.

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