

Khanya Sijaji joins Grey Africa

Grey Africa has announced the appointment of Khanya Sijaji as the new creative director at WPP's agency for Distell, Team Liquid. Sijaji assumed the role earlier this month and works with brands such as Hunter's, Viceroy and Amarula.

Sijaji brings in extensive knowledge and experience in the creative industry having worked with Diageo brands, Heineken brands, Danone and Standard Bank while employed at agencies such as M&C Saatchi, Leo Burnett and JWT.

Chief creative officer of Liquid, Felix Kessel, commented on Sijaji's appointment: "Talent gets you far but energy and determination are essential to carry ideas into the world today. We're excited as a creative team to have found someone with that in spades. We can't wait to see what he brings to the fabulous Distell set of brands."

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