

An office that will give you a serious case of the wants

Issued by [The Hardy Boys](#)

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Advertising trailblazers The Hardy Boys (THB) are the new kids on the block in the iconic Lion Match Office Park. Entering its 24th year of operation, THB was formally based in Riverhorse Valley. The award-winning integrated agency is now thriving in the dynamic hub of one of Durban's trendiest neighbourhoods.



"Advertising agencies need to constantly reinvent themselves to remain relevant and ahead of the rest. We felt it was time for our next chapter and to reinvigorate. We wanted to find the perfect space that allowed us to express our strong design-centered ethos, our respect for craft, attract the best talent and become known as the meeting place for clients to be inspired and friends to visit," said Dale Tomlinson, founder and CEO of THB.

Managing Director Sue Napier added, "Moving to the Lion Match Office Park was a strategic decision. We were on the hunt for a progressive office space that would facilitate constant learning and provide a catalyst for creativity.

"The space has been designed in such a way as to facilitate intuitive collaboration and ease of integration between disciplines and expertise. The result is one of contagious creativity, collaboration and innovation. Our offices are reflective of the vibrant energy of Station Drive's gritty inner-city revival hub. We could not be in a better place."

"In terms of design, our talented design team put the space together in collaboration with Georgette Black. From a design perspective our space needed to encourage collaboration by creating spaces that let people move around to work together. It also needed to reflect our love for craft, while creating a warm and people-centric environment that embodied our curiosity and culture," says Geoff Paton, Chief Creative Officer.

Recently appointed Business Unit Head, Lesego Choane, was drawn to join the team at THB because of the exceptional work being produced. "When I was approached by THB I felt excited to take up the challenge and be part of a team that creates solution-oriented communication that resonates with consumers in African markets in a truly meaningful way."

Tomlinson reveals, "At THB, we believe that we are in the business of creating powerful and engaging brand experiences and that we as a brand should behave no differently. Just wander around our building and you will sense it - curious? Stop by for a visit."

About The Hardy Boys:

The Hardy Boys is a group of idea generators, strategic thinkers and passionate problem solvers who, since 1994, have been helping brands find their voice.

Some fast facts about The Hardy Boys:

- THB is an award-winning, Full Service, Integrated Agency, comprising of Creative Groups, Account Managers, Strategic Planners & Digital Specialists.
- This agency is a part of the JWT/WPP global group.
- First established in 1994, the agency has been solving complex brand problems for 24 years.

Visit our website at: www.hardyboys.co.za.

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