

New agency Mojo MotherRussia

A new agency, Mojo MotherRussia, has been formed with the merger of Morrisjones and 76 MotherRussia, through a purchase of 60% of Morrisjones.



76 MotherRussia bring with it a portfolio of clients including Selati Sugar, the Government Employees Pension Fund, Pernod Ricard, SABC and Rand Refinery. Morrisjones' own client repertoire comprises Debonairs Pizza, Avios, Mugg & Bean and Nestle, to name a few.

The merger follows the departure of Angel Jones from Morrisjones. Jones has left the company to pursue the commercialisation and Africa-wide growth of Homecoming Revolution, a skills repatriation organisation that she started in 2003 but that has thus far operated under the auspices of Morrisjones.

The merger will allow the new agency to offer a range of disciplines including 360 degree marketing, creative, strategy, brand engagement, social media management, activations, eventing and digital marketing.



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Fuller client offering

Thando Dinga, who will take on the role of MD at Mojo MotherRussia, says, "In the short-term, it will allow two reputed independent agencies to combine their strengths for a fuller client offering. However, in the longer-term, we want to grow our African footprint with an African network that serves the continent, whilst ensuring that skills and profits are retained here and not sent offshore."

Other appointments are Festus Masekwameng as executive creative director, Melusi Tshabalala as executive creative director and Kholiwe Sinuma as head of design & art direction. Nina Morris will continue her role as CEO of the new entity.

"The 76 MotherRussia team and ourselves share a creative results-driven approach to brand communication and we look forward to delivering innovative campaigns together and strengthening the breadth of services we provide to some of the country's best known brands," concludes Morris.

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