

SA digital agency Creative Spark launches new look

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Reflects impacts and innovation within the M&C Saatchi Group

Creative Spark, an award-winning digital agency within the M&C Saatchi Group of companies, has announced a new corporate identity (CI) to reflect its culture of innovation and creative force as a business. Integrating the explosive element of a spark into the M&C Saatchi font, the new look for Creative Spark talks to the impacts that the agency offers clients.



“The new CI conveys the power of small actions – whether a creative idea or even a tweet – to catalyse a chain reaction of events and effects,” say Gordon Ray, National Executive Creative Director, M&C Saatchi Abel.

With a dynamic new design, the logo conveys the potential of digital to expand, engage stakeholders, and influence audiences through various channels. No longer simply a complement to offline campaigns, digital is increasingly the spark that drives the thinking and execution of creative ideas.

“Creative Spark’s new logo reflects how we immerse ourselves within clients’ businesses in order to ignite innovative ways to answer business challenges,” adds Matthew Buckland, Managing Director of Creative Spark.

Other members of the team behind conceptualising and redesigning the Creative Spark logo include Mike Abel, Founder and Head the M&C Saatchi Group of Companies, Africa region; Denise van der Westhuizen, Chief Operating Partner, M&C Saatchi Abel; Ashraf Majiet, Creative Director, M&C Saatchi Abel; and Ishaarah Arnold, Designer, M&C Saatchi Abel.

“Creative Spark is integral to the strategic direction of the M&C Saatchi group, with their thinking and implementation offering the powerful knock-on effects we aim to provide our clients,” concludes Abel.

For further media queries:

Rugshana Manuel (for Matthew Buckland)

021 422 0683

rugshana@creativespark.co.za

About Creative Spark

Founded on the belief that all companies in today’s economy are media companies, Creative Spark is an innovative full service digital agency that helps clients understand, execute and excel in the digital space. With a team of over 40 digital specialists offering strategic consulting and creative production of digital-based campaigns and ideas, a passion to challenge convention is evident across the organization.

With offices in Johannesburg and Cape Town, the agency serves an array of local, African and international clients, offering web, app and digital development and design services. Creative Spark also produces high-quality content marketing and production services in the realm of social media for a variety of companies. The agency developed after the successful publishing of a suite of online media brands, Memeburn.com, Ventureburn.com, Gearburn.com and others.

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