

Bruce Burgess appointed Group Managing Director for Posterscope SSA

Issued by [Dentsu](#)

4 May 2016

The efforts and energy delivered in repositioning the business, implementing exacting standards and driving the heightened relevance of Out-of-Home as a key consideration, the media mix paid off at the end of 2015 with Posterscope being recognised as a winner at 'The Most Awards' ceremony. The team were acknowledged for the best understanding of the OOH sector, enabled through ongoing internal research, their openness to great ideas, giving exceptional feedback and fostering great industry and client relationships.



Bruce Burgess

Posterscope has invested in the development of tools and processes to remain at the cutting edge of the Out-of-Home industry and leveraging off an extensive international network, Posterscope has ensured best-practice thinking and delivery capability. With this approach, and through Posterscope's innovative drive, growth opportunities within the agency have become a reality.

Craig Page-Lee, who began his tenure in 2012 as Managing Director for Posterscope South Africa, has decided to leave the Group to pursue a personal venture. With his keen interest to tap into his passion in retail (design and shopper marketing), and his extensive experience in marketing communications consulting, he has developed a unique offering that will hopefully see him build a great business around these key disciplines.

Dawn Rowlands, CEO for Dentsu Aegis Network, Sub Saharan Africa stated, "On behalf of Dentsu Aegis Network, we would like to extend a heartfelt thank you to Craig for his contribution and dedication to Dentsu Aegis Network and the Posterscope team, and wish him all the success in his future endeavours."

We are delighted to announce that Bruce Burgess, will be taking over as the leader for Posterscope in Sub Saharan Africa. It really is great to see this home grown talent moving into a leadership role, with eight years' experience at Posterscope, he makes the natural transition to his new role as Group Managing Director for Posterscope SSA.

When asked about his new role, Burgess said, "I am very excited to be able to focus the majority of my time back on South Africa, and establishing Posterscope in this market as the lead for our network in the rest of Africa. Locally in SA, the OOH industry has barely begun to scratch the surface of the potential of Digital OOH and the opportunities that integrated mobile communications present. This new age of OOH will drive growth in our industry, and because of it, the opportunity for an agency like Posterscope to add value to clients and the OOH industry has never been greater. I'm really looking forward to bringing Posterscope South Africa into the digitally enabled age of integrated OOH communications."

"We are assured that Burgess and the team are up for the challenge to continue the success of Posterscope and catapult them into this new phase", said Rowlands, CEO for Dentsu Aegis Network, Sub Saharan Africa.

" **The new frontier: AI-driven marketing in the digital age** 30 Apr 2024

" **Chantel Harrison elevates to managing director role at iProspect South Africa** 19 Apr 2024

" **iProspect dentsu South Africa triumphs at South Africa Smarties Gala Awards Ceremony** 18 Apr 2024

" **Does anyone know what content is any more?** 16 Apr 2024

" **Cannes Lions has unveiled its latest cohort** 11 Apr 2024

[Dentsu](#)

dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities in the sustainable economy. Taking a people-cantered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>