

MACHINE adds more cogs to the Joburg wheel

Issued by [Machine](#)

13 Aug 2013

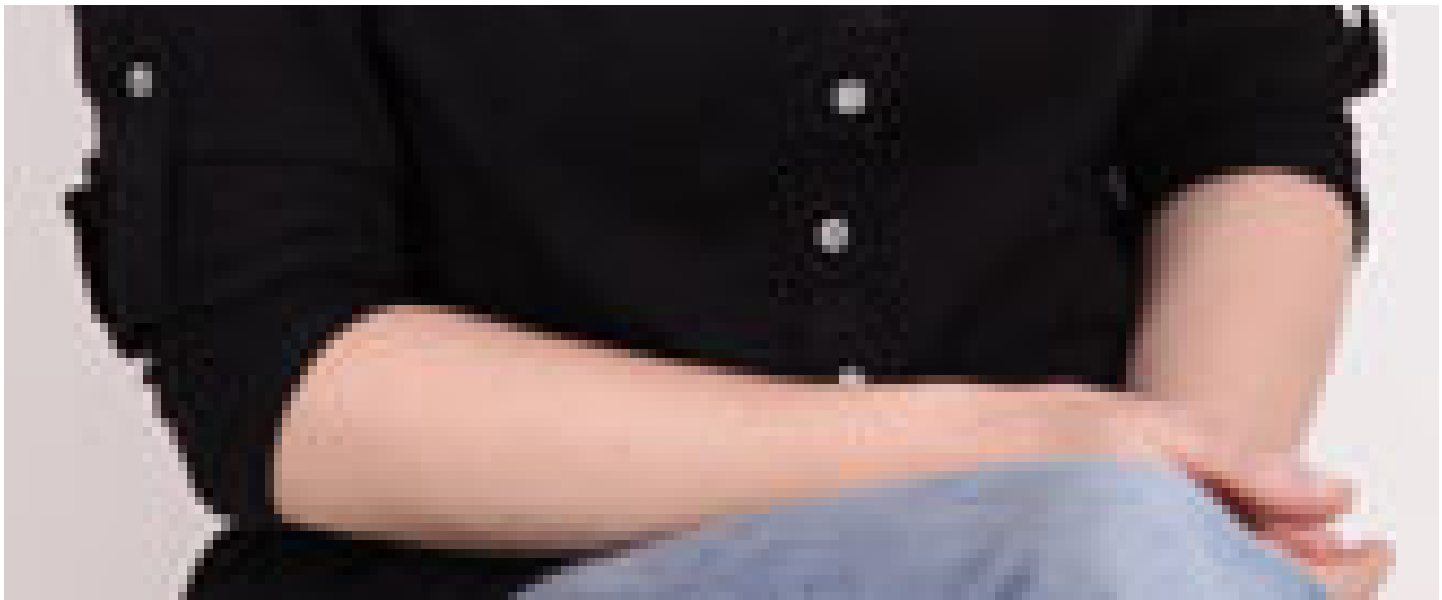
MACHINE, the 2013 Ad Review Breakthrough Agency of the Year, continues to grow from strength to strength, prompting an upstaffing to bolster the already formidable team in the Johannesburg office.





Carolyn White





Karen Carr





KimHer

The agency, which is only in its second year of operation, has grown by a whopping 42% this year. With a staff complement of 95 across Joburg and Cape Town, and clients including Miller Genuine Draft, Red Bull, Citroen and L'Oreal, the agency is already the country's fourth biggest independent advertising agency - and getting bigger every day.

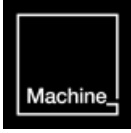
This week sees the appointment of three new talented staffers - Kim Herscovitz, Carolyn White and Karen Carr - who will ensure that this growth does not compromise the quality of work that clients have come to expect from MACHINE.

Herscovitz, who will focus on new business, was previously the marketing director at ForeBrands, where she managed brands including Canderel, Pringles, Snack Factory, Tampax, Braun and Old Spice. White, who brings with her 12 plus years of experience in the agency world as well as a deep understanding of shopper marketing, will take L'Oreal, Garnier and Citroen, under her wing. And Carr, who has 13 plus years of experience at agencies including Net#work BBDO and Black River FC, will take on the Miller Genuine Draft and Red Bull Mobile accounts.

These three appointments bring the total staff complement in Johannesburg to a respectable 24.

"MACHINE may have its roots in the Cape, but has always viewed itself as a "national" agency. These appointments will continue to entrench this position and ensure that we are able to reach new heights in the future," says MACHINE founder and CEO Adrian Hewlett.

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