

Goodby Silverstein & Partners appoints South African creative duo

Goodby Silverstein & Partners has appointed South African creative duo Matt Edwards and Wes Phelan as creative directors, to work on the agency's recently-won BMW account.

The creative duo left Johannesburg, where they oversaw creative on the global Adidas Originals account, to found agency MWW.co. They led work on the "Original Is Never Finished" campaign, which won the Entertainment for Music Grand Prix at the 2017 Cannes Lions International Festival of Creativity, two Grand CLIOs (fashion/sport) and the Gold Global Effie.

To read more on this, head on over to [AdWeek](#).

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