

Leading passion marketing agency, Levergy appoints new managing director

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Levergy, an M&C Saatchi Sport & Entertainment group company and part of the M&C Saatchi Group South Africa has appointed Melissa Daniels as its new managing director. The appointment comes as a part of Levergy's continued growth and position as one of the top-performing agencies in the global M&C Saatchi Sport & Entertainment network.



Daniels will be tasked with entrenching Levergy's reputation as South Africa's leading passion marketing agency – a position backed by three agency awards in late 2022 including *Financial Mail* AdFocus Specialist Agency of the Year; Hollard Sport Industry Awards Agency of the Year and recipient of the coveted Zinthatu Award at the Assegai Awards.

"Melissa has a thorough knowledge of what shapes the communication and media industry and is well-versed in Africa's constantly evolving digital world so her insights, experience and ability to tap into culture makes her a natural and inspiring leader. Having been in the industry for over 15 years, she has developed a reputation for delivering results and providing excellent leadership and strategic guidance to the clients and organisations she has served. I am really excited to see her compliment an already talented leadership team and together, take Levergy to new heights," says Levergy founder and CEO Struan Campbell.

Daniels is a seasoned professional and is well-versed in the business and the importance of creating, managing, and maintaining relationships with its clients. In addition to partnering with clients, she has driven product development within agency groups and has implemented agile performance marketing systems in product development companies. She has successfully launched an internal production house; digital performance marketing specialisation and bespoke training programmes in the organisations she has worked in.

“Following its year-on-year success, Levergy continues on an upward growth trajectory. The agency is in a unique position having the ability to speak to people through their passions and I am looking forward to learning more about the multi-faceted world of passion marketing and driving the commercial objectives of our clients while utilising my operational; digital; customer experience and BTL expertise,” concluded Daniels.

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