

Dentsu Creative announces 3 key promotions

As we begin 2023, we are delighted to announce that not only did we close off 2022 being ranked the number one network and Carat number one media agency in SA, for business maintained and gained, we announce the following three key promotions within Dentsu, within the digital and content marketing teams, further bolstering Dentsu Creative's capabilities and excellent heritage in this space.

Issued by [Dentsu](#) 17 Jan 2023



Lynn-Leigh Brandt

Emma Odendaal

Cassidy Emmanuel

Emma Odendaal - content strategy director

Emma Odendaal spent a decade editing lifestyle consumer titles before moving into content marketing where she has spent another eight years leading digital content teams, using the power of storytelling, technology and creative to drive loyalty and ROI for some of Africa's best-loved brands.

Odendaal moves from her role as group digital director into content strategy director where she will be responsible for providing leadership and direction, with clients and creative teams, ensuring that the development and implementation of innovative strategies allow clients to truly connect and engage with their consumers.

In addition to this, she has been elected chair of the iAB's Digital Content Marketing Committee, leading this team in defining and promoting excellence in content in South Africa.

Lynn-Leigh Brandt - digital content lead

Lynn-Leigh Brandt is a born and natural leader who leverages her vast experience and passion for mentorship of young high-performance teams to step into the role of Digital Content Lead. An outstanding content manager across all platforms her remit extends to ensuring high-quality creative output from a highly talented team and ensuring that only the best digital content strategies are put forward and executed for Dentsu Creative's clients.

Cassidy Emmanuel - digital strategist

Cassidy Emmanuel is a highly experienced digital editor with a demonstrated history of working in the media production industry. Her undeniable strength and proficiency in production across all digital platforms and her innate ability to quickly identify and understand client business challenges is evident in the brilliant strategies she creates and executes for clients.

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• **African Gen Z on the rise in the global influence economy** 12 Jun 2025

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Dentsu

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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.

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