

Novic Hader

CONCEPTUAL CREATIVE DIRECTOR

INTEGRATED CAMPAIGNS | DIGITAL, SOCIAL & EXPERIENTIAL | CREATIVE LEADERSHIP

linkedin.com/in/novichader
novichdb20@gmail.com | +27 65 870 2098

Portfolio: <https://outerframe.co>

EXECUTIVE PROFILE

Award-winning **Conceptual Creative Director** with 15+ years' experience developing and leading insight-led campaigns across digital, social, film, out-of-home, experiential and retail. Combines strategic thinking and hands-on Art Direction with workshop facilitation, client presentations, team mentorship, creative operations and end-to-end production.

Recent work includes **Heineken's UEFA Champions League** programme and Social Screen, a phone-powered activation recognised by **Cannes Lions**, **Creative Circle** and the **Loeries**. Known for culturally fluent ideas, clear visual systems and the discipline to carry one strong concept across every platform.

SELECTED AWARDS & RECOGNITION

- **Cannes Lions 2025 - Shortlist**, Outdoor | Heineken Social Screen
- **Creative Circle 2025 - Gold**, OOH | Heineken Social Screen
- **Loeries - Gold | Social Screen**; 2x Finalist | Swiiish and ChatBanking
- **Promax Global 2023 - Gold**, Broadcast Design | DStv Nguni News
- **Smarties 2024 - Bronze** | Absa Run Your City; **APEX - Bronze**, Effectiveness | Swiiish; **Bookmarks - 3x Finalist** | ChatBanking
- **Midas Awards (New York Festivals) - 1 Gold, 11 Silver, 4 Craft** | Absa



CONCEPTUAL

Creative Director

TWENTY 26 · CV/ PROFILE

LEADERSHIP & CREATIVE CAPABILITIES

- Conceptual & strategic creative direction
- Integrated TTL and digital campaign platforms
- Business-objective and KPI alignment
- Art direction and craft oversight
- Brainstorm and workshop facilitation
- Team leadership, delegation and mentorship
- Client presentations and pitch leadership
- Client relationships, pitches and new business
- Multi-project scoping and delivery
- Cross-functional collaboration
- Production direction and final sign-off
- Global-to-local adaptation

Acting Creative Director | Flume Digital Marketing
SEP 2025 - MAY 2026 | FIXED-TERM / CONTRACT | JOHANNESBURG

- Set **creative direction** across integrated brand and digital work for key accounts including **Absa, Anglo American, Coca-Cola Beverages Africa** and **Lenmed**.
- Led ideation, concept development and campaign direction; translated client briefs into clear creative platforms aligned to business objectives.
- Guided copywriters, designers, motion designers and animators; ran regular reviews, maintained quality standards and signed off major campaign assets.
- Presented creative rationale to clients and contributed to pitches, proposals and the agency's creative positioning.

Creative Director | Publicis Groupe / LePub
SEP 2024 - MAY 2025 | CONTRACT | JOHANNESBURG

- Creative lead on **Heineken's** integrated **UEFA Champions League programme: Social Screen, Heineken HOUSE** and the national **Trophy Tour** with **Bastian Schweinsteiger**.
- Collaborated with **LePub Milan** to refine concepts, messaging, user experience and visual language for South African audiences across live, social, film and out-of-home channels.
- Directed activation craft and production from pre-production through live execution, event content, post-production and final delivery.
- Social Screen** earned a 2025 **Cannes Lions Shortlist, Creative Circle Gold** and **Loeries Gold**.

Independent Creative Lead | Embedded agency engagements
AUG 2023 - AUG 2024 | PROJECT-BASED | JOHANNESBURG

- Ogilvy Jo’burg** (Jun-Aug 2024): led creative development for Old Mutual's revised brand proposition in financial services.
- Avatar Agency Group** (Feb-May 2024): directed Absa 'Your Story Matters' photography and rollout while overseeing multiple brand tracks and partner-agency outputs.
- LePub (Oct-Dec 2023)**: led South African localisation of Heineken's global H150 campaign and art direction for the 60,000+ attendee Hey Neighbour headline sponsorship.
- 99 Cents** (Aug-Sep 2023): led brand development, identity refresh and character-driven creative for an Edward Snell tequila portfolio launch.

Co-Founder & Creative Director | Creative Fixer Studio
FEB 2020 - AUG 2023 | PARALLEL FREELANCE | JOHANNESBURG

- Co-founded an integrated advertising and production studio delivering concept, art direction, writing, storyboards, commercial production and campaign rollout.
- Led work for **Heineken, Disney+, Absa, Tiger Brands** and **DStv** while building flexible teams of creative and production specialists around each brief.
- Directed commercials and content, managed pre-production, shoots and post-production, and ran a youth mentorship programme.

Senior Art Director | Thackwell & Whittaker (T+W)
NOV 2021 - AUG 2022 | CONCURRENT CONTRACT | JOHANNESBURG

- Led the **Disney+** South Africa digital launch across Marvel, Pixar, Star Wars, National Geographic and Star within a tightly governed global brand system.
- Originated and helped win **SuperSport's FIFA World Cup Qatar 2022** platform, **'Here For Every Fan'**, then led its visual treatment and digital rollout.
- Created campaign systems and key visuals for **DStv, Mzansi Magic, 1Magic, Comedy Central** and **MTV Base**.

EARLIER CAREER

Earlier career and selected independent work (2011-2019): progressed from graphic design and illustration at **Konqa Ideas** into campaign, brand, web and learning-content assignments for **AB InBev / SAB Miller, Academic Republic, Basitsana Training Consultants** and the **Institute of Corporate Learning**. Additional project work included **Sanlam, Lenovo, Nifty Games** (Mobile Games) and book cover designs for publishing companies.

PORTFOLIO

Web Portfolio: outerframe.co
LinkedIn profile: linkedin.com/in/novichader.

ADDITIONAL
work and references available on request.

SELECT STRATEGIC & CAMPAIGN PROOF

Heineken Social Screen | Concept, innovation and integration. Co-shaped a phone-powered communal viewing experience with **LePub Milan**, then led its South African messaging, visual language, live activation and social amplification. Recognition: **Cannes Lions Shortlist; Creative Circle Gold; Loeries Gold**.

Heineken UEFA Champions League | Integrated platform leadership. Connected three brand acts - **Social Screen**, the **Trophy Tour** and **Heineken HOUSE** - across experiential, film, digital, social and out-of-home while maintaining one fan-first narrative and quality threshold.

KOO Colour Your Plate | Strategy to TTL execution. Co-led a purpose-led repositioning that made healthier eating accessible through a cooking show, shopper communication, influencer content, product integration and in-store material; aligned outputs across 8+ agencies.

Absa | Long-term brand and digital platform experience. Contributed creative leadership across 8+ campaigns including **Swiish, ChatBanking** on **WhatsApp, Africanacity, Run Your City** and **Your Story Matters**. The body of work earned **16 Midas awards** plus **Smarties, APEX** and **Bookmarks** recognition.

Disney+ South Africa | Global-to-local digital launch. Led the end-to-end digital rollout across five entertainment brands, balancing global creative governance with locally relevant copy, design, motion assets and platform integration.

DStv / SuperSport | Entertainment and sports marketing. Developed **DStv** visual systems, launched **Nguni News (Promax Gold)**, created **Shaka iLembe** campaign assets and led the pitch-winning **FIFA World Cup 2022** idea and rollout.