

Ideas first. Business in mind.

Independent creative consultancy

Je t'aime Jacx is an independent creative consultancy founded by Jacquin Botha. I help marketing leaders develop distinctive brand platforms and campaigns, then carry the idea through design, film and AI-enabled content production. You work directly with the person shaping and making the work.

JACQUIN BOTHA

Founder & Executive Creative Director

23+ years / South Africa / International collaboration



A senior mind. A maker's hands.

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| 01 | Brand strategy & platforms | Audience insight, positioning, campaign platforms and senior creative counsel. A clear strategic foundation for the work that follows. |
| 02 | Integrated campaigns | Concept development and art direction across film, outdoor, print, digital and social. Each execution belongs to a coherent campaign world. |
| 03 | AI creative production | Directed image making, cinematic motion and rapid prototyping, with human judgement guiding the concept, consistency and craft. |
| 04 | Identity & content systems | Brand identity and visual systems that support repeated use across formats, with UX thinking and packaging ideation where the brief calls for it. |
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Senior creative counsel, projects and retainer relationships, scoped around the brief.

Experience that earns its place.



STANDARD BANK / FINANCIAL SERVICES

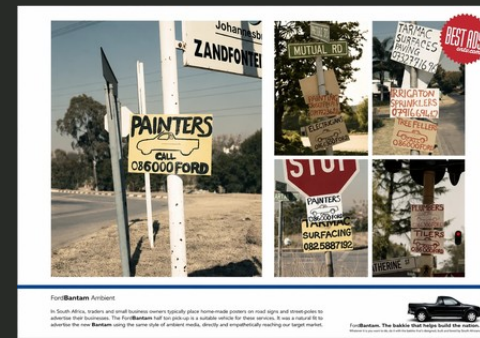
A platform for people's next.

Creative Director / Art Director across the Standard Bank campaign body of work. Business Insider SA credited What's Your Next? with improved consumer satisfaction, reporting the largest gain of any bank in South Africa.

Explore the Standard Bank campaigns

Business Insider SA / James de Villiers / 8 March 2018

Top 10 most-posted AI creators of 2025



FORD / AUTOMOTIVE

A pickup. A national story.

Ford Bantam's The Bakkie That Built the Nation celebrates the people whose work carries a country. Television, print, outdoor and ambient work includes outdoor recognised by BestAdsOnTV. "Bakkie" means pickup truck.

Explore selected work

Creativize.ai 2025 Wrapped / The AI LIVE Show

Different markets. Human understanding.

Selected brand experience through agency roles and independent practice.

Financial services

Standard Bank, Absa, Old Mutual, Investec, Visa

Banking platforms, investment narratives and trust-led brand communication.

Automotive

Ford, Nissan

Vehicle launches, pickup storytelling, product communication and dealership context.

Telecommunications

Vodacom, Telkom, Safaricom, MTN Business

Consumer and business communication, digital services and connected experiences.

Consumer & industry

SAB, Heineken, Red Bull, Anglo American

Consumer campaigns, brand storytelling and communication for complex organisations.

The idea is the thread.

01

Understand

Agree the business challenge, audience, scope and success criteria.

02

Define

Develop the insight and creative platform before committing to production.

03

Make

Direct design, film and content. Bring in AI workflows and specialist partners where the idea calls for them.

04

Extend

Build connected assets for the agreed channels, with usage and handover considered.

A collaboration that fits your team.

Agency foundations: The Jupiter Drawing Room, Ireland/Davenport, JWT, TBWA and Ogilvy.

A defined project, creative counsel or an ongoing retainer. Direct founder involvement, remote and hybrid delivery, and production partners when required. Formal agreements set out deliverables, fees, confidentiality and intellectual property rights.

Creative recognition includes Loeries, Pendering Awards, Bookmarks and BestAdsOnTV. Campaign honours reflect collaborative work.

JE T'AIME JACX

COMPANY DETAILS AND NEXT STEPS

Take the conversation into the room.

COMPANY

Je t'aime Jacx (Pty) Ltd

REGISTRATION

2025/540204/07, South Africa

FOUNDER

Jacquín Botha, Executive Creative Director

LOCATION

Johannesburg, South Africa / UTC+2

DELIVERY

Remote, hybrid and international collaboration

Let's discuss your brief.

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[Explore the portfolio](#)

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