

Promise wins Renault, closes off successful 2013

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Promise has concluded a highly successful 2013.

After an intensive five-way pitch process, Renault South Africa has appointed Promise as its new through-the-line agency partner, effective 1 January 2014.

Promise Digital has been servicing the digital needs of the brand for the past two years. This win will now allow the agency to ensure truly integrated work from ATL to digital, across all channels.

James Moffatt, CEO Promise, notes on the year's performance: "We are thrilled with our appointment by the Renault marketing team and couldn't have asked for a better close to 2013. Integrated agencies with highly competent digital capability are well poised to thrive in this tough market. We have invested heavily in both our Digital and African divisions and this investment is bearing fruit.

"Before the Renault win, we had already achieved 40% growth this year. We started the year off by winning AfriSam, the largest producer of aggregate and the largest supplier of construction materials in southern Africa, after a hard-fought multi-agency pitch. During the course of the year we grew our portfolio with SAB-Miller and have won business from brands such as Nu Metro and JTI (Japan Tobacco International).

"Promise Africa has been doing some exciting work for SAB-Miller in multiple African countries and has won several other clients operating in countries such as Tanzania, Mozambique, Zimbabwe and Botswana. Work for these clients has spanned multiple channels, from ATL to digital and B2B. We are exhausted yet elated with the year's achievements! We are now out of space and acquiring larger premises will be our first priority in 2014."

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