

Promise welcomes several new brands to the agency family

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Promise Brand Specialists has grown the agency portfolio to include the following brands:

CC Africa
Werksmans Attorneys – Lex Africa
The Business for Wellness
Algologie
St. Tropez
Pevonia

On her decision to appoint Promise as brand development partner, Gayle Davies-Webb: Manager, Lex Africa comments:

“Promise Brand Specialists was chosen as the design agency for Lex Africa for 3 key reasons:

1. their grasp of the essence of the brand - *effortless & painless*
2. their creative interpretation of that essence - *they were spot on from the beginning*
3. for being a fresh, enthusiastic group - *always willing & able*

Lex Africa is the network of leading law firms in Africa (member firms in 27 African countries). The network was co-founded by Werksmans Attorneys in South Africa, and is managed out of the Werksmans office in Sandton.”

Louise Dougherty: CC Africa, commented that Promise was selected as agency partner “due to their obvious passion for what they do, talent & enthusiasm!”

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