

Ninety9cents awarded Spur Steak Ranches

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Ninety9cents (99c) has been appointed lead creative and digital agency for Spur Steak Ranches after a four-way pitch.



Andrew Brand, Managing Director at 99c, says that he is proud of the win as the agency has strived to create a genuinely integrated business that's able to work strategically across all touchpoints, bringing together ideas through digital, social and "traditional" media as well as public relations.

"Spur is not only South Africa's most successful restaurant group, it's a huge part of our national identity, and it was important for us to demonstrate a fresh, progressive approach, whilst honouring its proud heritage," he says.

"As Spur is a franchised operation with multiple stakeholders, we also had to provide a flexible, customisable approach.

"We presented a compelling strategy that supports the business objectives, underpinning a multi-channel execution showcasing exactly what has made Spur one of South Africa's most iconic brands for the past 50 years."

99c also identified several business challenges that were not part of the initial brief, and proactively provided solutions.

Sacha du Plessis, Group Marketing Executive at Spur Corporation, explains: "We invited a number of franchisees to be part of the presentation, as their input and buy-in is critical when we make decisions which impact our full operation.

"We feel that the work presented by 99c has strategic substance, and is in harmony with the evolution of our business. We believe their approach will resonate with Spur's customers, who are the lifeblood of our business."

99c also works on the John Dory's, Panarottis and Captain DoRego's businesses, which fall under the Spur Corporation umbrella.

Says Brand, "99c is privileged to be trusted to work with another of this country's most iconic brands, and are incredibly excited to partner with Spur as we begin our exciting new relationship."



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