

# Checkers selects ninety9cents as supplier of the year

Issued by [Ninety9cents](#)

9 Dec 2009

Checkers' National Supplier of the Year in the Service Provider category has been won by ad agency, ninety9cents, beating three other nominees.



Neil Schreuder, Checkers' marketing director says, "These awards were created to reward and acknowledge business partners for their commitment and contribution to the group's continued success.

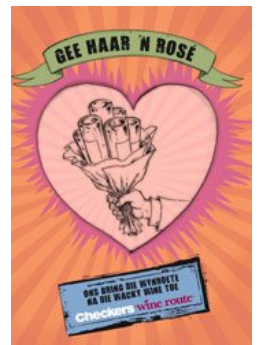
"We acknowledged the effort the agency has put into its relationship with us, which is more of a partnership than a traditional client-agency relationship. It is always looking for better ways to work and constantly challenges the creative status quo, which brings huge value to the group. The agency has met and surpassed all expectations,

setting new benchmarks in agency creativity and delivery. No job is too big, too small or too late to be actioned and it always enthusiastically ensures that our needs are met."

## Total partnership is the key

Andrew Brand, MD of ninety9cents says, "It's extremely exciting to see our advertising philosophy working. We believe in a balance, which holds pragmatic, objective-orientated work on the one side, and dynamic creativity on the other. The only way this kind of attitude to advertising can work is if the client has totally and utterly partnered with their agency. The result of this relationship is hard-working creative that pushes the boundaries of what our peers consider to be retail advertising."

Brand has a wealth of experience in the advertising industry where he's worked on some of South Africa's largest brands including Cell C and Ackermans. He originally hails from Berry Bush where he was the creative director before moving to BBDO where he headed the business unit for the retail division. With three Pendoring finalists, one Silver Pendoring Award and a Loerie finalist, the agency has made a fine first-year appearance.



The winning Pendoring posters



- **Celebrate mom and moments of bliss this Mother's Day with Lindt South Africa** 9 May 2024
- **99c clients sweep awards at 10th Annual MMA South Africa Smarties** 18 Apr 2024
- **Lindt South Africa unveils their new, ultimate indulgence: Lindor Milk & White Truffles** 18 Apr 2024
- **Make your Easter sparkle with Lindt South Africa** 6 Mar 2024
- **Embrace the timeless sweetness of love with Lindor this Valentine's Day** 2 Feb 2024

Ninety9cents



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