

ninety9cents broadens its horizons

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Relative newcomer to the advertising industry, ninety9cents, has signed several new accounts in just a few months. New business includes Diamonds of Africa, Digicape, Distell, Disaster Management Corporation, Jack Wellsted & Co, John Dory's Fish and Grill and Rhodes Food Group.

Up to 1 September 2009, ninety9cents' sole client was Southern Africa's fastest growing supermarket chain, Checkers. Having won the account in a four-way pitch against several of the country's most established agencies, ninety9cents needed to demonstrate their ability to deliver on their new mandate to their client. This resulted in the agency focusing all its resources entirely on the supermarket chain by agreeing to not seek out new business elsewhere for a full year. The success of this working relationship is demonstrated by the agency receiving the National Shoprite Checkers Supplier of the Year award in the 'service provider' category at the end of 2009.

"Our dedicated and versatile ninety9cents team is embracing the challenge of working on a growing array of clients, highlighting our adaptability and level of ingenuity. We're an agency who can work with big and small clients both in and out of retail," says Andrew Brand, managing director of ninety9cents.

Although ninety9cents has only been in operation since September 2008, the agency already has an impressive track record, including three Pendorring finalists, a silver Pendorring for its 'Pinkie' campaign, as well as a Loerie finalist. ([View winning ninety9cents Pendorring poster.](#))

"We're regarded as specialists in retail advertising. This isn't a limitation but a springboard for our agency's philosophy. We create campaigns that bring footfall and ultimately drive sales. We're brand builders and good brand building strategies can be applied to any sector. The magic lies in our ability to get under the skin of the brands that we work with and find innovative ways to create highly relevant strategies that ultimately answer to our clients' business objectives," Brand concludes.

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