

Edcon appoints Promise as communications agency for cellular operations

Issued by [Promise](#)

20 Mar 2012

Edcon recently appointed Promise Brand Specialists as the through-the-line communications partner for the group's cellular operations. Edcon Group Cellular operates through Edgars, CNA and Jet.

Following a rigorous selection process, Edcon's Group Cellular account was awarded to Promise. The agency will be responsible for implementing the group's retail strategy and providing effective brand solutions through-the-line.

"We look forward to working with Promise to grow and enhance Edcon's already strong cellular offering," said Farishta Singh, Category Marketing Manager for Group Cellular, CNA Entertainment and Hi Tech.

Visit our Press Office for the latest Promise news: <https://www.bizcommunity.com/Pressoffice/PromiseBrandSpecialists>

The information in this email and in any attachments is confidential and intended solely for the attention and use of the named addressee(s). This information may be subject to attorney and client or other privilege. It must not be disclosed to any person without permission from Promise Brand Specialists (Pty) Ltd.

- **Promise closes off successful year of growth and creative awards** 18 Dec 2023
- **Balancing AI and authenticity: The industry's tightrope walk** 14 Sep 2023
- **Promise appoints Nic Kostouros as ECD** 8 Sep 2023
- **Promise wins Digital Agency of the Year** 30 Jul 2023
- **Coca-Cola appoints Promise to launch Creations across Africa** 8 Mar 2023

[Promise](#)

promise

We're an integrated through-the-line agency making clients famous with strategically sound, expertly crafted work delivered with utmost professionalism.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>