

# Promise concludes BEE deal and acquires new talent

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Promise has concluded a highly innovative BEE deal that is a win-win situation for both the BEE investor and the agency. Verushen Reddy will take up the position of Director: Strategy and Digital Marketing Innovation. He has acquired 26% of equity in the Promise Group and this will see the agency's B-BBEE rating improve from Level 5 to Level 2 on the new codes.



Verushen Reddy

James Moffatt, CEO at Promise, notes: "I am absolutely thrilled to have Verushen join us as a shareholder in the business. We have been working with Verushen for the past year and have thoroughly enjoyed his dynamic expertise within various marketing technology fields such as data, eCRM, digital media, analytics and digital strategy. Verushen holds a Bachelor of Commerce Degree in IT & Infomatics and has spent several years cutting his teeth at highly respected digital agencies such as Aqua Online. Verushen has spent the last 18 months developing innovative digital, data and media competencies for some of the country's largest agencies and corporates.

"In line with my strategy to continue to future-proof Promise, and ensure we are able to lead into the next dimension of the marketing playing field, this appointment couldn't have come at a better time. We engaged with a number of BEE suitors who expressed a keen interest in Promise, but at the end of the day we decided on a partner who would play an active daily role in the future success of the business. I now feel that we have a truly complete and expansive set of skills residing within the board and look forward to further expanding our service offering."

Verushen Reddy, Director: Strategy and Digital Marketing Innovation, comments: "Promise is already amongst the best performing agencies in the country and the company's amazing culture, staff and client base creates the perfect platform to build on.

"This is an exciting opportunity for me to bring strategic marketing excellence to well-established clients via new data-driven service offerings and integrated marketing automation. Being an organically grown full-service agency is definitely something that counts advantageously for Promise in our pursuit of a truly innovative, data and insight-driven culture. I am extremely excited to be joining the team at Promise!"

Craig du Preez, Group MD at Promise, will also be joining the team as a shareholder and director, with immediate effect. Craig has been a part of the Exco team at Promise for the past four years and is highly involved in operational concerns. Craig also oversees the account management team and plays an important role in ensuring the team remains best of breed, as indicated in the Scopen 2016 agency report, in which Promise was rated by clients as a top 3 agency in the country for client satisfaction. James Moffatt, CEO at Promise, comments: "Craig is passionate about supporting our mantra of seeking notoriety through being exceptional at everything we do, as well as being a valuable partner to our clients. I have full faith in Craig as a partner and Marc and I both enjoy working with Craig – like us, he strives daily for our success and he has fully earned his equity stake in the agency."



Craig du Preez

Promise was established with no clients or start-up capital in 2005. The agency was nominated as a finalist for medium-sized agency of the year in 2015 at the annual AdFocus Awards and achieved the endorsement of its industry peers as the "one to watch in South Africa" in 2016.

Since 2005, Promise has grown into a full-service through-the-line agency, with in-house digital integration to offer truly consolidated marketing solutions. Approximately 90 Promise staffers make up the team in Johannesburg.

The agency's client base ranges from large blue-chip organisations such as AB InBev, Edcon, AfriSam, Renault SA and Virgin, through to small business owners and entrepreneurs.



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