

# Twizza partners with Boomtown

Issued by [Boomtown](#)

2 Nov 2017

[Boomtown](#) has begun work on a number of projects for Queenstown-based Twizza, a beverage manufacturer specialising in high-quality carbonated soft drinks for the South African market.



Both based in the Eastern Cape, and with a presence across South Africa, Boomtown has carried out extensive in-field research for the popular soft drink, and from the insights gathered, created a brand strategy which will guide all communication going forward.

“Boomtown illustrated an in-depth knowledge and understanding of the FMCG sector and its strategic approach resonated with the Twizza business requirements,” remarks Twizza Group Marketing Manager Lance Coertzen.

Rolling out above- and below-the-line work, the partnership is project-based. “It’s exciting to have two passionate and proudly Eastern Cape businesses working together,” remarks New Business Manager for Boomtown, Estee Cockcroft. “Developing creative work that is firmly rooted in strategic insights is so enjoyable because we know that what we develop will resonate with the target market on a cultural and emotive level and take this already-loved brand to the next level.”

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