

Promise wins Bestmed

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After a highly competitive multi-agency pitch, Promise has won the integrated Bestmed account effective 1 June 2018. The agency will be responsible for all marketing touchpoints through-the-line. Bestmed is the fourth-largest open medical scheme in South Africa and has been present in the country for 53 years. The search and selection process was managed by the IAS.

“Times have changed and we are excited and looking forward to the new era we are entering with Promise in supporting our marketing and communication activities,” says Pieter van Zyl, Acting Chief Executive Officer at Bestmed Medical Scheme.

Promise are the winners of the Financial Mail AdFocus Medium Agency of the Year award (2017). The agency consistently ranks in the top five agencies in South Africa for “client satisfaction” (SCOPEN 2016/17/18).

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