

Promise wins Toyota Financial Services

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After a multi-agency pitch, Promise has been appointed by Toyota Financial Services (South Africa) as agency of record for marketing and advertising requirements.



James Moffatt, CEO at Promise, notes: "When we met the TFS marketing team, we felt great chemistry and really enjoyed diving into their realm. This is a highly competitive business segment and we will work closely with Toyota Financial Services to achieve their marketing objectives. I have no doubt that this will be a fruitful relationship."

Megan Pool, Manager: Marketing and CRM at Toyota Financial Services, comments: "We are delighted to welcome Promise onboard as our agency. Their passion and keen interest in our business set them apart and we simply can't wait to work with them. They are a great team with an innovative approach and I am excited for the next chapter with them".

Charl Barnardo, Vice President: Sales & Marketing at Toyota Financial Services, highlighted: "We are delighted for Promise to partner with us as a marketing agency. Promise clearly showed their key interest and appreciation for the Toyota brand and culture. We believe that we will have a fruitful collaboration".

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