

McCain appoints Joe Public's fully integrated offering

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As the year opens, Joe Public Johannesburg celebrates the arrival of their newest client, McCain Foods South Africa, adding to the groups FMCG stable. Having added digital services as well as public relations to the agency over the last six months, the group is delivering on its promise to provide a fully integrated offering to its clients.



"McCain is South Africa's number one most loved frozen vegetable and chips brand and we feel very honoured with the appointment. We look forward to using our integrated offering to provide maximum leverage in assisting in the growth of the brand," says Joe Public CEO, Gareth Leck.

The McCain account will be serviced as a through-the-line integrated account, with Ignite Joe Public looking after below-the-line and Engage Joe Public handling Public Relations. Joe Public will also be responsible for ATL and the media strategy, planning

and buying for the brand.

"We want to breathe some new life into the brand with some great integrated thinking that will place us top of mind," says McCain SA's Commercial Director, Marna Terblanche, "and to continue delivering on the brand promise of taste, quality and convenience of McCain products to the consumer."

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