

## Three new client wins for Weathermen & Co

WINDHOEK, Namibia - Namibian advertising agency, Weathermen & Co (W&Co) is ending off the year on a high with three new client wins, namely: Pupkewitz MegaBuild, the Namibia Oncology Centre (NOC) and Wecke & Voigts.



Having just celebrated four years in the business, W&Co - a subsidiary of the Ohtlaver & List (O&L) Group – started off 2017 with a bang, securing FNB and the country’s leading mobile telecommunications service provider, MTC, as clients.

The four-way pitch on Pupkewitz MegaBuild, puts the agency at three out of three pitch wins for 2017. With 35 brands in the current client base, this further cements W&Co as a force with a solid understanding of its clients’ markets, consumers offering world class creative work.

Leon Crous, managing director, says the new client wins are testament to the hard work and determination from the team in what can be described as the dream year.

“We keep working toward becoming the most sought-after agency in Namibia. Aiming to deliver not only work of a superior quality, but also adding value and growth to our clients’ businesses. We are trusted partners working together to create a path for their business success.”

Wecke and Voigts has tasked W&Co to assist them in strategically redefining their retail offering to ensure it is still relevant for the next 15+ years. The work will entail a combination of research studies, then provide insights on different scenarios and options.

In addition to the research work required for Wecke and Voigts, the needs of W&Co's new clients will range from consumer research, brand strategy dev, integrated communication, brand communication aimed at building brand affinity, more effective promotion collateral, UX solutions, web design, through to the in-store experience.

W&Co was born in The Jupiter Drawing Room Cape Town in February 2013 by a group of agency folk with extensive expertise in the management and creative execution of numerous O&L Brands. What started as a discussion about the needs and wants of O&L with Jupiter CT, turned into a company determined to take over the world of advertising in Namibia – a company that now boasts some of the country's largest corporates as clientele.

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