

# MACHINE runs away with two adidas campaigns

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14 Oct 2013

MACHINE, AdReview's Breakthrough Agency of the Year 2013, has hit the final quarter of 2013 running - having just won two projects from adidas South Africa in a competitive pitch.

The first project is a six-month running campaign that culminates in the brand's high-profile sponsorship of the Two Oceans Marathon. The second project is still largely under wraps but is set to create real traction with local style and cultural opinion-leaders for the Originals brand.

Says adidas South Africa's Senior Brand Marketing Manager, Bradley Stern, "From the moment we first met up with the MACHINE team, we felt the energy and passion for working with brands, and we felt the excitement amongst the MACHINE team to partner with our brand. The agency possesses the perfect blend of experience, creativity and a general can-do attitude that we believe will take our brand from strength to strength."

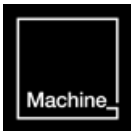
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