

Shaking up the digital market

Full service digital marketing agency Bluesouth last week announced that it has rebranded to Shake Interactive South Africa. bluesouth and Edinburgh-based Shake Interactive merged in 2006 to form an international digital agency.

“We have a world-class team in South Africa which is really leading the field in terms of the services it provides to our customers around the world,” said James Oliver, CEO of the Shake Interactive Group. “We are delighted to have the group under the Shake Interactive banner.”

With clients in the UK, US and South Africa, all production takes place from the SA office and the company has attracted a wealth of international and local talent in the areas of digital marketing to service these accounts. Current clients include Media 24, Associated Northcliffe Digital, Pigg's Peak casino, Hewlett-Packard, Nissan SA, Jaguar and Land Rover.

With a new office in New York, and planned expansion within SA, the time had come for the company to consolidate under a single brand.

“With current estimates putting global internet users at around the 1.4 billion mark, and about 3.3 billion mobile phone users worldwide, companies can't ignore the power these channels have to reach their customers. To really take advantage of this opportunity, companies need to put in place coherent, integrated and measurable lead generation campaigns and branding strategies,” said Daniel Aufrichtig, CEO of bluesouth and now CEO of Shake Interactive South Africa.

“The team at Shake Interactive - at the time bluesouth - has a great knack of getting to grips with what our business objectives are, and translating these into results-driven digital campaigns, that work hand-in-hand with our offline marketing activities,” said Geoff Cohen, GM: News24.

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