

TBWA\Gavin\Reddy to work on Proudly South African account

Proudly South African has announced that TBWA\GAVIN\REDDY has been appointed as one of the new agencies working on this prestigious account.

Responsible for brand design and retail communication, TBWA\Gavin\Reddy will work with Saatchi & Saatchi, who will focus on membership marketing, strategic partnership programmes and priority industry campaigns.

Proudly SA CEO, Martin Feinstein, said that the agencies had demonstrated specific areas of expertise, and the campaign wanted to use the best creative and strategic skills to achieve different objectives in different markets.

Proudly South African is an "endorsement brand" which signifies that the company or product contains at least 50% local content, is of high quality, practices fair labour standards and is environmentally responsible.

Proudly South African is an initiative of the National Economic Development and Labour Council (Nedlac), and is supported by the Department of Trade and Industry, leading trade unions and organised business. More than 900 South African companies, educational institutions and other organisations are members of the campaign.

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