

Retailability awards two brands to creative agency, Conversation LAB

Local holding group Retailability has awarded full through-the-line communication strategies for two of its brands, Beaver Canoe and Style to new creative agency, Conversation LAB. The remit includes strategy, digital, social, mobile, CRM and media.



The group has its head office in KwaZulu-Natal with Beaver Canoe operating over 70 stores in South Africa and Botswana and Style operating in Namibia and Botswana with over 50 stores.

The win for the agency, follows last week's win of Compendium Insurance.

Commenting on the new business acquisition, Kevin Power, MD of Conversation LAB said, "This is a significant win for us - it is exactly the type of work we want to be doing - and which we are extremely experienced and equipped to deliver. It has everything from mobile and social, to media and brand. Most exciting is the data and CRM activity we will undertake on the two recently launched loyalty cards."

Cliff Lines, CEO of Retailability, stated, "We are ready for the next phase of growth and understand the need to maximise our marketing efforts to achieve our ambitions. The agency brings all the big brand experience and knowhow we were looking for but also with deep skills in our specific areas of need - social, mobile and CRM - so we are very excited about our partnership."

Work will begin immediately, with new activity to break for the festive season.