

## Bletchley Park wins premium spirits account

The [Edrington Group](#) whisky portfolio, which includes The Macallan, The Famous Grouse, The Black Grouse, Highland Park and Cutty Sark, has awarded its communications account to Cape Town-based creative marketing agency [Bletchley Park](#) as of March 2012. Previously known as [Traffic Integrated Marketing](#), the agency recently rebranded. "We started up in 2000 as an integrated marketing agency, focusing on strategy, creative, PR and digital - picking up well-known brands and learning a lot in each channel in the process. The business has matured to the point where we offer something very different to our clients and the industry that we specialise in," says Bletchley Park MD Jonty Fisher.

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