

## TBWA\Hunt\Lascaris Jhb wins three key pitches

TBWA\Hunt\Lascaris Johannesburg has won three significant account pitches, as announced by CEO Muzi Kuzwayo yesterday afternoon, Wednesday 1 October. They are: the Independent Electoral Commission (IEC), SA National Roads Agency and Mpumalanga Tourism to agency staff.

Mpumalanga Tourism and the IEC join TBWA's roster of prestigious clients that includes the likes of Standard Bank, Tiger Brands, UNISA, Khomanani, Neotel and the Reach for a Dream Foundation among others.

Kuzwayo was fulsome in his praise for agency staff: "With these two pitches we had everyone in the agency working endlessly and ideas were work-shopped until we felt we had the right idea. This proves what we can achieve when we all come together."

Having taken up the reins as CEO in February 2008, Kuzwayo has been instrumental in assuming the responsibility for supporting and guiding the leadership of all three TBWA\Hunt\Lascaris offices in Cape Town, Durban and Johannesburg.

Mpumalanga Tourism joins Johannesburg Tourism, Cape Town Tourism and Durban 2010 an initiative focused on driving visitor traffic to Kwazulu Natal, all of whom have entrusted TBWA\ with their creative work in what could be called "A tale of four cities".

With the 2009 South African national elections around the corner, TBWA\ is especially pleased to be able to play a direct role in communicating about the elections to all South Africans.

SANRAL is aimed at financing, improving, managing and maintaining the national road network.

"These three wins are important for us. The energy throughout the agency is electric, everyone is thrilled and we all have a renewed sense of spirit to service our clients to the best of our abilities," says Kuzwayo.