

# Promise expands brand portfolio with Cadbury SA and acquires the Juicy Lucy brand

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Promise has been appointed by Cadbury SA as advertising and design agency to their Pannings Category. Current brands within the stable are Whispers, Astros, Tumbles and Nutties.

Mike Middleton, Marketing Director: Chocolates notes: "Promise handled the relaunch of the Astro's brand which included a pack re-design and consumer promotion, supported through television and cellular media. The quality of their work was of the highest calibre and the consumer response has been phenomenal. Given this exceptional performance it seemed appropriate to appoint them as the creative agency on Whispers, Tumbles and Nutties."

James Moffatt, MD Promise, notes: "Promise thoroughly enjoys engaging with the Cadbury SA marketing team. It's really refreshing to work with marketing personnel who are rigorously professional and adhere to such high client/agency operational standards. We are really excited to be able to work with such promising brands."

Promise has also been appointed to the Juicy Lucy brand. The agency will be involved in an extensive project of which details may not be released at this stage. The agency will also take responsibility for all national locality marketing and design requirements.

Michelle Brown, Marketing Manager: Juicy Lucy, notes: "Juicy Lucy is a brand that is close to all our hearts, with the relocation of the head office from Durban to Johannesburg, Juicy Lucy needed to appoint a new agency that was passionate about their work and understands the brand. Where it has come from and more importantly where it is going to. Promise is the agency that understood Juicy Lucy from the word go, their passion, dedication and creativity shone through and I have no doubt that Promise is the right agency to take Juicy Lucy to the next level."

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