

Promise wins Daihatsu

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Blue-Chip diversified industrial services and retail group, Imperial, has appointed Promise as through-the-line agency to the Daihatsu brand.

Promise will be responsible for the growth of the brand's equity through all disciplines, including Digital.

James Moffatt, MD Promise, comments: "We are truly thrilled to have been appointed by Imperial/AMH as TTL agency to the Daihatsu brand. The product is of an outstanding quality and our new client clearly has the marketing expertise that will benefit our agency endeavours."

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