

Think Creative Africa appointed by Rand Mutual Assurance

Think Creative Africa has been appointed by Rand Mutual Assurance (RMA) to launch its consumer education campaign. Following a two-way pitch, the agency will be implementing the initiative to drive financial literacy among South Africans.



Mukondi Kgomo and Nkgabiseng Motau.

Mukondi Kgomo, co-founder and MD of Think Creative Africa, says they're thrilled to be working with a brand that resonates deeply with their own core values. "It is an honour to be partnering with RMA in their CSI initiative to drive financial literacy among South Africans. The objective of the strategy, content and the communication is to effectively resonate with consumers and also create a behavioural shift. The campaign is set to make an impact through social education, something we are passionate about."

"The aim has always been to create great campaigns through an African perspective, with creativity that empowers and shifts collective thinking to influence social change. Having RMA as a client ensures that we can continue to think wide, think big and think impact," adds co-founder and CCO Nkgabiseng Motau.

RMA spokesperson Gracious Bambisa says the agency was the obvious choice for the campaign. "They have a deep and immediate understanding of the audience and their passion for creating change coupled to their enthusiasm for excellence is contagious. From the perspective of RMA's CSI, education and empowerment initiative, the Think Creative Africa team is perfectly aligned."