

Firehouse Twists from strength to strength

The Firehouse Group recently joined forces with Twist marketing and advertising. Sefadzi Foli, previous MD of Twist, will now apply his experience, natural talent and entrepreneurial background to the role of deputy manager of the Firehouse Group Advertising.

“Twist and the Firehouse Group is a perfect strategic fit. The vision I had when starting Twist was a vision that Firehouse has already made a reality - a 360° client offering,” comments Foli.

Foli brings on board previous Twist clients such as Kaya FM, Joburg City and the Association of Black Securities and Investment Professionals (ABSIP). Since he put his creativity to work at Hunt Lascaris 12 years ago, he has worked on brands such as Levis Strauss, GQ, Santam, Coca Cola SA and Liberty. Before starting Twist, Foli headed up Unilever brands at Lowe Bull, and was voted in the top 50 of the *Financial Mail AdFocus* ranking of the Most Influential People in Advertising for 2005.

The Firehouse's 360° offering refers to a holistic and integrated approach to communication that spans four divisions - advertising, multimedia, communications and event management. A client can use some or all of The Firehouse services.

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