

# Promise closes off 2012 with five new clients

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Promise closed off 2012 with five new account wins. The agency will be delivering through-the-line and Digital solutions to clients within the financial, retail and food services categories.

Irvine's Africa has appointed Promise Africa | Middle-East as its agency to provide through-the-line services across its portfolio of products, including Digital and promotional. Irvine's origins lie in Harare, Zimbabwe and the company is one of the largest chicken suppliers in Africa. Irvine's provides stock, nutrition, logistics solutions, broiler chickens, housing, equipment and animal health services to 16 African countries and is one of the largest chicken suppliers on the continent.

Liquid Capital, part of the Imperial Group, has appointed Promise as its through-the-line agency. Liquid Capital provides car and bike service plans, roadside assistance, maintenance plans, extended warranties and insurance products. The agency has already produced a successful ATL campaign including television and outdoor as well as a variety of BTL solutions.

Ariva, also part of the Imperial Group, has joined the Promise stable of brands. Ariva's long-term lease solutions provide consumers with the pleasure and benefits of driving a new car, but eliminate all of the unexpected costs, risks and uncertainties of car ownership.

Easy Life Kitchens, with 27 branches nationwide, has appointed Promise to assist the company with achieving its marketing objectives.

Finally, Purple Capital, a financial services company listed on the main board of the JSE, has appointed Promise and Promise Digital as its agency partners. The agency will be working with the various teams within the Purple Capital stable of brands, namely Global Trader, Purple Capital Corporate Finance, Purple Capital Treasury and Emperor Asset Management.

The above wins were achieved in Q3 and Q4.

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