

Rebranding for Zoom Advertising

Zoom turns 15 in February 2013 and, as this is reportedly a very busy period for its clients, the company decided to celebrate its birthday at the end of 2012 with a party on its premises. This was the perfect opportunity to refresh the brand and décor of the agency.



The agency prides itself in its retail expertise and knowledge of both the mass and premium markets, with years of experience on South African brands such as Pep, Ackermans, Dunns, Cashbuild, Shoprite, Sportsmans Warehouse, Outdoor Warehouse, Penny Pinchers, Timber City and The Crazy Store.

More recently it has focused on attracting brand work and packaging for other South African brands such as Sasko Bread and Flour, Outspan, Capespan, Delheim, Backsberg, Motswari, Fancourt Estate, McNabs, Capfin, Flash Mobile, Freddy Hirsch Spices and through OgilvyEarth, (which is powered by Zoom Advertising) clients such as REDISA, VW South Africa and SANBI.

When the agency re-looked its own brand, they realised that the abbreviation of Zoom Advertising is South Africa's most iconic brand itself - the ZA symbol.

The new ZA corporate identity and décor was designed by Zoom employee Ben Johnston, who also designed the October cover of *Advantage Magazine*.