

Bsmart appoints Stratitude as its new full-service agency

Bsmart has appointed Stratitude as its new full-service agency. Bsmart was formerly known as Cape Consumers and has over 40, 000 members and long-term partnerships with more than 10,000 retailers including Pick n Pay, Dis-Chem, Woolworths, Edgars, Game, and Clicks.

Stratitude has been tasked with developing the Bsmart brand and communication strategy, as well as a new brand identity, digital, direct marketing, and PR. The agency intends on integrating its brand building and member engagement campaigns with Bsmart's customer care and member liaison activities.

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