

Nando's new roster of marketing agencies

Fast-food franchise Nando's plans to refresh its market positioning and has filled the coop with a roster of marketing agencies.



Nando's last week named MetropolitanRepublic as its creative advertising agency, replacing Black River FC, which had held the account for eight years. It has now confirmed it will retain The MediaShop as its media agency and has hired Cape Town-based Machine, founded in 2012 by Adrian Hewlett, as its digital specialist.

Nando's chief marketing officer Mike Cathie says the selection process took nine months. "MetropolitanRepublic is already working on creative content for radio and print," he says, "but the bulk of our big campaigns will land in the new year."

He says it's too early to talk about the new brand positioning "but it will reflect the fact that the profile of SA consumers is considerably different compared to seven years ago".

The MediaShop has worked with Nando's for 10 years. However, MD Chris Botha says it will also need to adjust to the brand's repositioning. "A relationship lasts only if both parties grow and develop together," he says.

Source: Financial Mail, via i-Net Bridge