

# MullenLowe wins Panarottis account following 5-way pitch

MullenLowe SA has won the Spur Group's Panarottis account following a five-way pitch.

Issued by [MullenLowe South Africa](#) 13 Jun 2023



Panarottis Pizza Pasta was founded by Spur Corporation in December 1990. With a focus on big on family, big on pizza, it has become a household name with an ever growing popularity. MullenLowe SA will be responsible for strategy and campaign ideation across relevant and impactful channels including TV, radio OOH, instore and digital.

MullenLowe SA's executive creative officer, Kirk Gainsford comments: "The chemistry between the MullenLowe SA team and the Panarottis team is palpable. We presented great work during the pitch process, and this, coupled to the chemistry in the room, led to the win. Panarottis is an iconic South African brand, which is part of the iconic Spur Group, and Panarottis pizzas are amazing! I'm excited about doing really great, interesting retail work, where the work actually makes a difference immediately to stores. Our team has the smarts to deliver really interesting, fun campaigns so that people notice and act on them."

Sarah Dexter, CEO of MullenLowe SA, adds: "Panarottis is a great iconic brand, and the energy, intelligence and enthusiasm of the brand's team and their openness to fresh thinking makes our working relationship brilliant and inspiring. We have huge amounts of experience in food and retail and look forward to bringing impactful ideas to the table."

Vuyo Henda, chief marketing officer of Spur Corporation, says: "MullenLowe has the long track record of delivering impactful and meaningful work. The bold ideas they shared showed us what was possible with c brands. We really wanted a partner that would support our agenda and inspire with courageous creative. F us that is MullenLowe."

**MullenLowe South Africa helps Lego South Africa hit 100,000 followers on Instagram** 11 Jul

2025

**Preventing the lead agency to bleed agency scenario** 13 Aug 2024

**MullenLowe launches 7 Days 7 Ways with Spekko Rice** 2 Aug 2024

**MullenLowe wins Panarottis account following 5-way pitch** 13 Jun 2023

**MullenLowe partners with Sasko to launch new campaign celebrating the people behind the brand** 22 Mar 2023

**Mullen Lowe South Africa**

MULLENLOWE  
SOUTH AFRICA

We are a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. We use creativity to get our clients' brands an unfair share of attention.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>