

## Short, sweet name change for Net#work CT

Net#work BBDO Cape Town has changed its name to 140 BBDO. Like Twitter has streamlined communication down to a maximum of 140 characters, so too is the agency in the process of streamlining itself, Bizcommunity has been told.



As it writes on its new website, [www.140bbdo.com](http://www.140bbdo.com), "We've taken our method [and] applied it to our name. Short, sharp and focused."

The [previous name change](#) for the agency was in March 2009, when global agency BBDO rebranded the Cape Town office, BBDO Cape Town, to Net#work BBDO Cape Town. This synchronisation with the BBD brand nationally followed eight months of internal restructuring to align the Cape Town office with global values.

Follow [@140BBDO](#) on Twitter. and see also [www.networkbbdo.co.za](http://www.networkbbdo.co.za) (this is the site for Net#work BBDO Johannesburg).

**Update 17 March 2011 at 9.58am:** [@140BBDO](#) will be holding a Twitter-based interview today, Thursday, 17 March 2011, between 11.30pm and 12.30pm, to answer questions about the rebranding.