

Distell appoints WPP

Distell has appointed WPP's Team Liquid, a global holding company, to manage the full spectrum of its marketing communications for the company's portfolio of brands, namely Savanna, Hunter's, Edge, Viceroy, Amarula, Bain's and Scottish Leader, effective 1 May.



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The selection process saw six holding companies invited to the first round of presentations which focused largely on the model they would implement to manage the Distell business. From this, Distell would select two that would go through to the second round of pitches.

“We are extremely excited to be partnering with WPP on this new and exciting journey,” said Distell’s global marketing director, Donovan Hegland. “The selection process was rigorous and the quality of presentations was of an incredibly high standard. Ultimately the team was unanimous in appointing WPP, who demonstrated a great deal of creativity, expertise and passion.”

Mark Read, CEO of WPP, added: “We are delighted to have been appointed Distell’s lead creative partner in Africa and key international markets as they look to reshape their marketing strategy.”



Donovan Hegland, Distell global marketing director

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