

# SAB-Miller appoints Promise to Brutal Fruit

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Promise has been appointed as through-the-line agency to Brutal Fruit.

The agency will be responsible for ATL advertising, brand activations, BTL and trade activities. Meenal Harry, SAB Marketing, notes: "Promise has an understanding of our target market and this has translated into the beautiful work they have created to represent Brutal Fruit's evolved positioning."

James Moffatt, MD Promise, comments: "SAB-Miller's marketing team on Brutal Fruit has been an absolute pleasure to work with. We value the relationship tremendously and are looking forward to a successful collaboration in 2012."

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