

## Jason Stewart goes to Seed

Jason Stewart has been promoted to brand manager of the Instant Seed Division within the international trendspotting and youth insight agency, Instant Grass. Jason's experience lies in the advertising industry where, after having completed a post graduate Advertising and Marketing Communication degree at Red and Yellow advertising school, he relocated to Nigeria to work for Lowe Lintas on the Nigerian Breweries account. He then settled into FCB Cape Town as an account executive for 18 months. Jason joined Instant Grass in 2005.

Instant Seed takes the role of a brand development and viral marketing product designed to add the voice of the consumer into product and brand development at an early stage. Instant Seed, through placing new products or those of brands seeking to break into new markets into the hands of a network of over 120 'seeders', enables brands to gain the earliest indication of how the market will respond.

Instant Grass has grown at a rapid rate since its inception three years ago. Founded by advertising industry veterans, Greg Potterton and Ian Calvert, the company was created to fill the gap in the market for a rapid-response youth trends insight to brands. The industry has proved their vision to be correct with work having been completed for clients such as Coca Cola, MTV, Levi's, FNB, SAB, MTN, Distell, Sportscene, K-Swiss, Unilever, Adidas and Red Bull. Instant Grass now has offices in Kenya, Nigeria, and Moscow with plans to move into Mumbai.

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