

Hellocomputer Cape Town and FCB Cape Town merge to form new agency, HelloFCB+

Hellocomputer Cape Town and FCB Cape Town have merged to launch HelloFCB+, a new agency with a full-service offering to design, build and run customer journeys.



Left to right: Lesego Masite, head of finance; Robyn Campbell, managing director; Mike Barnwell, chief creative officer; Camilla Clerke, executive creative director

"HelloFCB+ combines technology and creativity to create strong, meaningful connections between clients and their audiences from the moment they first engage with a brand, all the way through to conversion and retention," a press statement said.

Strength in combined skill sets

HelloFCB+ CCO Mike Barnwell says that by combining the skill sets of FCB Cape Town and Hellocomputer Cape Town, the new agency is able to address the full spectrum of clients' needs across the entire customer journey.

FCB Cape Town is known for building some of South Africa's most loved brands, as demonstrated by its clients' performance in the Sunday Times Top Brands survey and on Kantar Millward Brown Adtrack's Most Liked Ads lists. Hellocomputer Cape Town has, in turn, been acknowledged, along with Hellocomputer Johannesburg, a two-times winner of the Digital Agency of the Year Award at the AdFocus Awards.

“ Introducing The Human Connections Agency, HelloFCB+ pic.twitter.com/UsX96cKDhd— HelloFCB+ (@HelloFCB) [April 26, 2019](#) ”

"With a future-forward approach of weaving data, technology and insight into our process, we're able to put creativity at the heart of every piece of communication, to connect with the right people at the right time – making us an invaluable partner to our clients and their business," says HelloFCB+ MD, Robyn Campbell.

"With established brands including Beiersdorf, Pernod Ricard, The Western Cape Government, Capfin, Beko, Tiger Brands and Investec Asset Management, to mention a few, HelloFCB+ are applying this approach to everything it does. After all, a more connected world is a better world."

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