

Defying tradition: Defy appoints Liquorice as digital and social agency

 By [Leigh Andrews](#)

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Digital agency Liquorice, a DigitasLBI company, has been appointed as Defy Appliances' digital and social media agency of record.



The Liquorice unicorns have started the year on a winning streak, having scooped the digital and social account for southern Africa's largest manufacturer and distributor of major domestic appliances.

Defying tradition with a Liquorice twist

Miles Murphy, co-founder and CEO of Liquorice, shared the following with me exclusively on the win: "Say the name Defy, and there isn't anyone in South Africa who doesn't know what you're talking about. We are excited to be working with such a well-known and respected brand that plays such an integral part in consumers' lives, and look forward to showcasing how digital innovation can continue to increase the stronghold of the brand in South Africa."

Seems the feeling is mutual, as Cherisse Erwee, head of marketing for Defy confirms: "We are excited to begin work with Liquorice and look forward to a highly successful working relationship."

Defy joins Liquorice clients Unilever, Distell, Pioneer Foods, SA Home Loans, Sanlam, Michelin, Avon and Dimension Data, bringing in a completely new segment of the market into the portfolio, specifically major domestic appliances.

We'll keep an eye out for their tradition-defying digital and social work!

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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