

Nedbank appoints new marketing and communications agencies

After an extensive search, Nedbank has appointed the successful agencies selected to work on its through-the-line, sponsorship and digital marketing communication strategies, effective 2019.

Award-winning brand and communication group Joe Public has retained the bank's through-the-line account, with Levergy managing the sponsorship account and Digitas Liquorice the digital creative account.



#Loeries2018: Xolisa Dyeshana of Joe Public United on winning Agency of the Year

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These agencies have strong to BBBEE credentials, their diversity aligns to Nedbank's procurement strategy and they've proven to have the correct culture fit to meet the bank's business objectives.

"The diversity of these agencies will enable us to entrench the Nedbank narrative, expand our client reach through effective and targeted digital strategies, remaining mindful of the current competitive landscape in the financial sector," explains Khensani Nobanda, group executive for Nedbank Group Marketing and Corporate Affairs.

Nedbank recently embarked on a brand repositioning journey at the heart of which lies the bank's purpose; to use its financial expertise to do good by helping clients and communities to see money differently and give them the tools with which to manage it. The appointment forms part of this journey.



Khensani Nobanda, group executive for Nedbank Group Marketing and Corporate Affairs.



#DesignIndaba2017: Nedbank inspires clients to see money differently

Ann Nurock 2 Mar 2017





#NewCampaign: Shazam uses storytelling to help South Africans see money differently

Jessica Tennant 29 Jun 2017



“We look forward to a fruitful partnership with the selected agencies as we strive to tell the Nedbank story by tapping into the talents of our diverse new partners,” concludes Nobanda.

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