

Demographica appointed as CRM and direct marketing agency for MINI

Bespoke direct marketing agency, Demographica, has been appointed as the CRM and direct marketing agency for MINI South Africa following an industry-wide competitive pitch process.

Warren Moss, founder of Demographica says MINI is a unique global brand that speaks directly to its drivers' sense of individuality and creativity and that his team understand and value the ethos of the brand. According to Kabelo Rabotho, GM of MINI South Africa, it is important that they continue to gain valuable insight into how each MINI driver interprets the brand and their cars. This is why they have partnered with Demographica, to help them gain more insight into how their customers make MINI a way of life.

For more, visit: <https://www.bizcommunity.com>