

Levergy to go BOS

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Emerging player in the sports drinks market, BOS Sport, has appointed Discovery Sports Industry Awards Agency of the Year, Levergy as their new creative agency. BOS Brands, an established name in the ice tea market, is looking to take their sports drink offering, a healthier alternative to competing brands, to the next level and believe Levergy is the partner to help them do that.



“Levergy impressed us with their sports-centric approach and identification of exciting digital opportunities for the BOS Sport brand. Their simple but innovative thinking is true to BOS Sport and we are excited for what promises to be a great partnership,” Monique Henderson, BOS Brand Manager said.

Following a competitive pitch process, the agency has been tasked with developing an integrated digital plan for BOS Sport, centring around a packaging update launching in early October.

Struan Campbell, Levergy co-founder, expressed his excitement at the appointment, “We perceive BOS Sport as not only a modern and fun brand, but also a product with real potential to grow in an environment fast shifting towards healthier alternatives. There is a definite synergy between our approach as an agency and BOS Sport as a brand. We are thus immensely excited to grow with them in the sports drink space.”

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