

Promise wins AfriSam

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2 May 2013

Promise has been appointed by AfriSam as its through-the-line marketing communications partner. AfriSam is the leading building construction materials group in Southern Africa. The company is the largest producer of aggregate and the second largest producer of cement and ready-mix concrete in South Africa. AfriSam also operates in Botswana, Lesotho, Swaziland and Tanzania.

The search and selection process was facilitated by John Little of The Observatory International, with four agencies competing in the final stage of the process.

James Moffatt, CEO Promise, comments: "We are elated to have been selected by AfriSam as their agency of choice. From the get-go, we felt our two organisations were an excellent fit in terms of chemistry and our capacity to deliver on AfriSam's group marketing objectives. We couldn't have asked for a better start to 2013!"

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