

## Y&R gains new accounts

The theory that brands need to continue to invest in advertising during tough economic climates rings true with Y&R Cape Town after its' latest additions to its' client base.

Within the last month the agency has won two new accounts, namely Shimansky, a premium South African jewellery brand, and Vuka Scooters, a relatively new South African motorcycle brand looking to expand their business and boost their presence.

The agency is confident that these two new accounts set the tone for more new business wins during the course of the rest of the year.

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