

# Saatchi & Saatchi Cape Town gain BOE Private Clients account

Saatchi & Saatchi Cape Town has won the BoE Private Clients account with a brief to create even greater brand power for the financial giant in the expanding private banking market.

BoE Private Clients is rooted in over 170 years of delivering secure and personal service to generations of discerning families. With assets under management of over R18-billion and a further R12-billion under administration in stock broking activities, BoE Private Clients is the largest private client asset management business in South Africa.

Saatchi & Saatchi won the account in a four-way pitch.

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