

Grey goes Heineken green

Grey Worldwide South Africa has been awarded the Heineken account after a four-way credentials exercise involving Saatchi & Saatchi (Cape), Joe Public and the incumbent TBWA Gavin Reddy.

"This win is significant as the initial brief required us to present full credentials and a consumer understanding and case study presentation to the joint venture team, (formerly Diageo, Heineken and Namibia Breweries), from which a shortlist would be invited to another round of pitches. Sharon Keith, marketing director, advised that on the strength of Grey's credentials presentation the team felt a second round was unnecessary, and awarded us the business on that basis," says Ann Nurock, Grey's CEO.

Nurock concluded by saying that Grey will be responsible for all above- and below-the-line elements, and were ecstatic to work on such a prestigious global brand.

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