

Local and international account gains for HKLM

Brand company, HKLM, has secured significant new business for 2007, adding several leading local and international organisations to its client list.

Local clients which have employed HKLM as their brand partner include Alexander Forbes, United Computer Sales (UCS), Pick 'n Pay's Go Banking and Cell C, whilst HKLM's new international clients are Tanzanian telecommunications company, Zantel, Dubai-based Global Food Industries (GFI) and Dubai Festival City, the Mauritian property development company, Domaine Bonaventure and a Russian property company, Blackwood.

The scope of HKLM's involvement includes full brand investigations (Alexander Forbes and UCS), revamping of commercial interiors in line with brand values and iconography (Go Banking), redesign of retail outlets in both formal and informal market (Cell C) and brand development work for the foreign clients.

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