

Promise

WE GO BY THE NAME OF
Promise

**WE ARE A SMALL/MID-SIZE/
LARGE AGENCY**
Mid-size

OUR CORE SPECIALITY IS
Superbly crafted, strategically sound
integrated marketing solutions
delivered with utmost professionalism

THIS IS HOW OLD WE ARE
12 years

OUR BIG CLIENTS
Edcon, RMB, AB InBev,
AfriSam, Renault

OUR OLDEST ACCOUNTS
AB InBev (SAB), Edcon,
AfriSam, Renault

**OUR WINS OVER THE PAST
12 MONTHS**
RMB, PPS, Computicket, Castle Lager

WHO OWNS US
100% independent and locally owned

OUR BEE RATING
Level 2

OUR REVENUE BAND
R45m - R50m

**THE NUMBER OF PEOPLE
WE HAVE**
80

WHO'S THE BOSS
James Moffatt (CEO), Marc Watson
(ECD), Verushen Reddy (Director:
Strategy and Digital Marketing),
Craig du Preez (Group MD)

OUR BUSINESS IN A TWEET
Come with remarkable, or don't
come at all

THIS IS WHAT INSPIRES US
Seeking notoriety through
being exceptional

**SO YOU LIKE US, ENGAGE
WITH US**
+27 (0)11 463-2413
james@promisegroup.co.za
www.promisegroup.co.za
Twitter: @PromiseAgency
Facebook: @promiseagencysa



WE COMBINE INDEPENDENCE, TALENT AND RELENTLESS HUNGER. WE ARE PROMISE AND WE CREATE THE REMARKABLE.

Successful agencies evolve as the industry evolves, and the Promise Group has made sure that by diversifying its services, it stays ahead of the curve.

Adding a consulting arm to the business helped keep Promise abreast of the change, allowing the agency to remain relevant in an industry that is becoming increasingly competitive, explains Verushen Reddy, Director: Strategy and Digital Marketing. In addition, it has also included a data offering to provide extra value to clients.

This has ensured that the agency has been less affected than most by the tough economic climate – in fact,

in the words of CEO James Moffatt, “Promise has had a cracker of a year.” Account wins include Edcon’s speciality business through the line, PPS Insurance, Castle Lager and Rand Merchant Bank. The agency has experienced stellar growth over the past five years, and this year revenue is set to increase by 34 percent, reports MD, Craig du Preez.

Another key element of the agency’s success is the way in which it works closely with clients. “The relationship between client and agency is crucial,” says ECD Marc Watson. Promise was recently voted one of the top three agencies by clients in South Africa for

client satisfaction (SCOPEN Agency Scope 2016).

It’s the focus on a creative, supportive and happy culture that ensures every staff member lives up to Promise’s mantra: “Come with remarkable, or don’t come at all”. All in all, Promise is primed for growth and success and Moffatt comments, “If we can enjoy the same performance in the coming 12 months that we’ve enjoyed in the past year, the team will be thrilled.”

promise