

Igniting a partnership with Knorr

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Ignite Joe Public has recently been awarded the Knorr Soup business. The below-the-line specialist agency has been awarded the business as part of Knorr's long-term strategy to redefine its role within the soup category.



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Ignite aims to create something that will revitalise the market across 17 of the brands variants through in-store promotions, activations and promotional touch points.

"As a market leader, Knorr was looking for an agency to step change the soups category. We are truly delighted to have been selected to partner with the brand and create ignition thinking that delivers on the brands business objectives," says Tiaan van Jaarsveldt, MD Ignite.

"We really liked Ignite's forward and fresh thinking. It's just what we are looking for to grow the brand," said Vuyo Henda, Brand Manager Knorr Soups. "It's about looking to where we want to be in three years time", added Conrad Shezi, Brand Building Director Savoury and Dressings, "we feel that Ignite is the right partner to get us there."

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