

Promise wins Blockbusters Home Entertainment

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Promise has been awarded the Blockbusters account, effective 15th September. Blockbusters is a national chain of home entertainment and DVD hire stores, with 91 stores in the stable.

The agency will be responsible for uplifting and focusing the brand's presence at all contact points. This entails promotional and creative marketing solutions that deliver results at both a locality marketing and national brand level.

Celeste Montepara, Marketing Manager at Blockbusters notes: "The strength of the agency's creative product, coupled with their excellent insights and enthusiasm will no doubt fortify and accelerate our plans for the Blockbusters brand."

The agency has also acquired another two brands (confidentially), one of which is a full-time association and one of which is project-based. Further information will be released in due course. Once again, the above three wins were acquired via reference alone, with no pitching required.

The agency is posting solid growth in a tough market and is on track to achieving a growth of 250% in 2008 by year's-end.

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