

# Promise wins Ola Milky Lane and acquires several new additional brands

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2008 closed off well for Promise, with several exciting new account gains that have now been fully ignited in 2009. Some of the clients are full-time and some are project-based.

Promise has been appointed as through-the-line agency for one of South Africa's most loved brands, Ola Milky Lane.

Milky Lane, founded in 1958, now has a national network of over 100 restaurants. The brand was acquired by Ola in 2003 and continues to offer completely indulgent products. Products range from Spinners™ (a unique concept which blends soft serve with chocolate, nuts, fruit and confectionery) to sundaes and sweet and savoury waffles.

The agency will be responsible for all brand building activities, ranging from brand activations through to national locality marketing, menu designs and advertising.

In addition to this account win and a busy start on the agency's existing client-base, Promise has been tasked with the following new projects:

- Been appointed by Cadbury South Africa to a project which is not to be disclosed.
- Been appointed by Grinaker LTA to work on a significant design project.
- Been appointed to provide online marketing solutions to a global heavy industries parts supplier, Quinta Raddison.
- Been appointed by a new chain of hotels currently at launch phase into Africa, to confidentially position and create a new brand and all attached necessary collateral (name and logo development, website design and development, brochure design etc)
- Appointed to produce a new brand and CI for an upmarket Johannesburg based Sushi restaurant and cocktail bar.
- Confidentially provided two activations to a client who is internationally bound to its agency and may not use any local agencies. This appointment was due to the fact that Promise is in a position to provide a scope of services to this client that their globally appointed agency is unable to meet.
- Been appointed by MMQS, a successful quantity surveying group, to redevelop their brand from the ground up and design and produce various brand collateral ranging from a new website to brochures and to provide marketing assistance.
- Been tasked to assist several small businesses and startups with cloth-cut "pay as you go" design services.
- Been appointed by DDS to launch their new property development solutions company, which offers a turnkey, holistic property development solution for property developers. Work here entails website development, brochures, collateral and marketing solutions.
- Taken up the Teddy Bear Clinic as a pro-bono client in conjunction with client Routledge Modise Eversheds. The agency is improving the environment for both the children and staff of the clinic by overseeing the design of a refurbishment of the building.

The agency has also added a new member of staff to its design team. Julia Eccles joins Promise in the capacity of Designer. Julia holds a degree in Information Design from the University of Pretoria.

Two more staff appointments are pending, one in account management and another for the studio team.

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