

# SAB-Miller appoints Promise to Brutal Fruit

Issued by [Promise](#)

22 Nov 2011

Promise has been appointed as through-the-line agency to Brutal Fruit.

The agency will be responsible for ATL advertising, brand activations, BTL and trade activities. Meenal Harry, SAB Marketing, notes: "Promise has an understanding of our target market and this has translated into the beautiful work they have created to represent Brutal Fruit's evolved positioning."

James Moffatt, MD Promise, comments: "SAB-Miller's marketing team on Brutal Fruit has been an absolute pleasure to work with. We value the relationship tremendously and are looking forward to a successful collaboration in 2012."

- " **Promise closes off successful year of growth and creative awards** 18 Dec 2023
- " **Balancing AI and authenticity: The industry's tightrope walk** 14 Sep 2023
- " **Promise appoints Nic Kostouros as ECD** 8 Sep 2023
- " **Promise wins Digital Agency of the Year** 30 Jul 2023
- " **Coca-Cola appoints Promise to launch Creations across Africa** 8 Mar 2023

[Promise](#)

**promise** We're an integrated through-the-line agency making clients famous with strategically sound, expertly crafted work delivered with utmost professionalism.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>