

Promise Digital acquires several new clients

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Promise Digital ended its first operational year in 2011 on an exciting high. In addition to acquiring many brands from the through-the-line agency's existing client base, Promise Digital was appointed as Renault South Africa's digital agency. The business was secured after an extensive pitch process against several leading digital agencies and campaign output has been prodigious.



2012 to date has seen Promise Digital also acquire new clients in the areas of financial services, sports betting and retail.

These clients include Global Trader (online trading), Voltbet (sports betting), Liquid Capital (financial services), Ariva (financial services) and CNA (retail).

Work output for the above clients ranges from the development and design of UX for smartphone applications and retail kiosks, to interactive microsites, online advertising campaigns and website development.

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