

Engage gets Fuseware account

Engage Brandcraft, a Cape Town-based branding agency has added Fuseware, one of Africa's market leaders in social media measurement, as a client. The agency will ensure brand consistency across all mediums but most importantly enable a more accurate perception of the client in the marketplace. It provides clients with a precise understanding of their digital footprint, online market and competitive climate in social media.

"Digital is an ever-increasing and essential component of any business offering," says Mike Wronski, Fuseware's MD. "We required a complete rejuvenation and refresh of our brand and corporate identity."

The brief is to complete an entire brand refresh included the elements of a complete web redesign; consistent branding across all social media and digital profiles right through to business cards, proposal documents and other brand collateral.

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