

Woolworths selects Connect as its media agency of choice

Issued by [M&C Saatchi Abel](#)

16 Apr 2024

Local media agency Connect, an M&C Saatchi Group South Africa company, has been appointed as the media agency of choice for Woolworths.



TOPL-R Melissa van Zyl, Marvin Kgasoane, Sumitra Naidoo, Andrea Van den Bergh, Martin MacGregor. BOTTOM-L-R Dudu Hoohe, Neo Mshatsheni, Abbi Bridge

As of 1 April 2024, Connect fully manages the above-the-line media strategy, planning and buying for Woolworths across all its business units, including Fashion, Beauty, Home and Foods.

Connect is an established media agency that prides itself in delivering strategically aligned, creative media strategies and solutions that elevate their client's brand presence in the minds of South African consumers.

"Connect has successfully built a client base of some of South Africa's most loved brands, and we were very excited for an opportunity to pitch on a brand with the stature of Woolworths," says Martin MacGregor, M&C Saatchi Group partner: media.

Marvin Kgasoane, MD of Connect Johannesburg says: "Partnering with Woolworths, a 93-year-old retail company with over 700 retail stores in South Africa and Sub-Saharan Africa is hugely exciting for us. As a media agency, we are proud of our independent and innovative approach to media, and winning Woolworths is recognition that our approach is what clients are looking for as they navigate the complex media landscape of 2024."

Towards the end of 2023 Woolworths began the search to contract with a world class, future-fit, innovation-driven media agency. This search ended in December 2023 with Connect being awarded the business after a rigorous process. The Woolworths win for Connect adds another client to its growing client base which includes Spur, RCL Foods, Lexus and Standard Bank Shyft.

As the 'attention agency', Connect is committed to getting the attention of increasingly distracted consumers through a deep understanding of the 'attention moment', where messages are not just seen by consumers, but understood.

"Woolworths is keenly focused on driving growth to deliver both customer and shareholder value. Anchored in quality, integrity and innovation, we are confident Connect share both our ambition and our values, and look forward to a potent and prosperous partnership," says Kate Fordyce, chief marketing officer at Woolworths.

Connect will work in very close collaboration with Woolworths' internal creative and digital agency.

"We look forward to working to elevate Woolworths' brand presence in the minds of South African consumers. We believe our innovative approach that focuses on getting the consumer's attention, showing up in interesting spaces, and using a bespoke media stack that reaches both existing and new audiences will help them get there," concludes MacGregor.

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