

## Euro RSCG SA wins Peermont

Euro RSCG South Africa has won the Peermont Hotels, Casinos and Resorts advertising account, it announced this morning, Monday, 1 August 2011. Peermont is one of southern Africa's leading hospitality and gaming companies, with 14 properties in the region.

"Working with Euro RSCG should produce an immediate return for us. The team working on our account have considerable experience within our industry, and we are looking forward to building a solid partnership going forward. We are also satisfied that their credentials match our ambitions," says Mark Jakins, Peermont COO - online operations and group marketing.

### **"360 degree capability"**

"Peermont was looking for an agency that combined strong brand communications with a sophisticated retail mindset which produces results - particularly for Emperors Palace. At the same time the agency had to demonstrate 360 degree capability with advertising, direct marketing, social media and e-marketing expertise," says Lynn Madeley, Euro RSCG CEO.

"The ability to be challenging while applying a depth of thought to any problem is something we are very proud of within the group in South Africa, and we always put the objectives of the client at the centre of what we do. Our aim is to fulfil everyone's potential - client, brand and agency - and Emperors Palace will really give us the chance to explore new areas of marketing for them."

### **Flagship property**

Emperors Palace Hotel, Casino, Convention and Entertainment Resort, situated next to OR Tambo International Airport in Johannesburg, is Peermont's flagship property.

Euro RSCG is said to be the world's largest advertising agency in terms of global accounts and is part of the world's fifth largest communication group, Havas Media.