

## Pernod Ricard SA appoints PHD Media SA

PHD SA, a subsidiary of the Omnicom Media Group, has been appointed by Pernod Ricard South Africa to oversee its media strategy and buying. The media agency will produce strategic planning and integrated solutions that are client centric and results driven.



Anne Dearnaley, CEO of PHD South Africa, says, “We are absolutely thrilled to have won the Pernod Ricard SA account and we look forward to matching their enthusiasm and passion for their brands. They have embraced us and made us instantly feel part of their family, and we share their excitement of matching our sophisticated media tools and thinking with their innovative consumer engagement.”

“Pernod Ricard is excited to be working with the dynamic team at PHD Media Cape Town as our new media partners,” adds John Beale, senior media manager at Pernod Ricard South Africa.

Following a competitive pitch, the agency was awarded the business due to their strategy and insights offering. “After a rigorous pitch process, PHD delivered exceptionally strong strategy set in groundbreaking insights during the pitch process. This, as well as a team that speaks to our values of authenticity, gave PHD the edge.”

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