

## EXCLUSIVE: Liquorice wins Avon account

Following an extensive and competitive pitch, digital marketing agency Liquorice has been appointed Avon South Africa's digital and social media agency of record.

Avon is a direct seller of beauty products and cosmetics with a presence in over 100 countries through their independent sales force of over 6 million representatives.

"Avon as a brand has grown exponentially in South Africa over the years, and has created a strong position as a champion of South African women," says Liquorice founder and CEO, Miles Murphy.

"Liquorice looks forward to harnessing digital channels to grow Avon's direct sales model, empowering both its brand representatives and customers with digital innovation," he adds.

"Liquorice never failed to wow us," comments Momin Hukamdad, ED for Commercial Marketing at Avon. "With their impressive credentials, dynamic energy and innovative creativity, we're sure that Liquorice will take our brand to the next level."

