

Wunderman Thompson SA Wins at 2021 Acquia Engage Awards

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Acquia Engage Awards recognise global organisations for creating transformative digital customer experiences.

Wunderman Thompson was just named an Acquia Certified Practice Partner. It also won an award at the Global Acquia Engage event for [The Scale](#): together with its client, Bayer.

The Acquia Engage Awards recognise high-impact digital experiences that organisations worldwide are building with the Acquia Open Digital Experience Platform (DXP), including Drupal Cloud and Marketing Cloud. Winners demonstrate an advanced level of functionality, integration, performance and user experience.

“Showcasing the most impressive digital experiences across industries and geographies is a highlight of Acquia Engage,” said Lynne Capozzi, chief marketing officer at Acquia. “Each customer’s story demonstrates the impact that creatively designed and thoroughly executed digital experiences can have on customer engagement and organisational performance.”

Niel Mouton, MD of Wunderman Thompson Technology, is proud of the agency’s achievements at this year’s awards. He believes that while creating transformative digital experiences starts with the customer, it’s as important to partner with a good tech solutions vendor to achieve the best possible experience and drive business outcomes. “Being an Acquia Certified Practice Partner means that the complexity of digital transformation is in good hands, enabling us to focus on the best user experience across all digital channels.”

Many of this year’s Engage Award winners collaborate with one of more than 600 Acquia partners for specialised Drupal development and integration work, industry expertise or digital strategy.

Acquia empowers the world’s most ambitious brands to create digital customer experiences that matter. With open-source Drupal at its core, the Acquia Open DXP enables marketers, developers and IT operations teams at thousands of global organisations to rapidly compose and deploy digital products and services that engage customers, enhance conversions and help businesses stand out.

Wunderman Thompson SA is the global Drupal CoE for Wunderman Thompson globally, which has 14 global Drupal delivery centres, led by the CoE in SA.

About Wunderman Thompson

At Wunderman Thompson we exist to inspire growth for ambitious brands. Part creative agency, part consultancy and part technology company, our experts provide end-to-end capabilities at a global scale to deliver inspiration across the entire brand and customer experience.

We are 20,000 strong in 90 markets around the world, and in South Africa we are one of the largest integrated marketing services agencies with over 600 professionals. Our people bring together creative storytelling, diverse perspectives, inclusive thinking, and highly specialised vertical capabilities, to drive growth for our clients. We offer deep expertise across the entire customer journey, including communications, commerce, consultancy, CRM, CX, data, production and technology.

Wunderman Thompson is a WPP agency (NYSE: WPP).

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