

Hook, Line & Sinker partners with CBI-electric: low voltage for a tech revolution

To support the brand's new digital transformation journey while positioning the company as an innovative leader, CBI-electric: low voltage, a subsidiary of renowned JSE listed industrial group Reunert, has appointed Hook, Line & Sinker (HLS) to support the launch.

HLS's tech-first approach secured the launch of CBI-electric: low voltage's Astute Range across local and pan-African markets after an intense three-way agency pitch encompassing paid, owned and earned channels. The comprehensive strategy will include a series of quarterly podcasts featuring industry influencers, an intense pan-African media relations campaign, a site redesign with a chatbot to support sales, a 24-month advertisement campaign and an active social media campaign featuring celebrity influencers - all creatively packaged for business and consumers.

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