

Arctic Circle wins KWV Brandy account

Arctic Circle Strategic Brand Institute has been appointed as KWV Brandy's strategic partner to handle the global rollout of creative concepts, media, online, PR and main market activations.



Its CEO, Reghard Goussard, says the agency is honoured to be entrusted with such a responsibility. "KWV is South Africa's oldest brandy-maker, producing some of the most awarded brandies in the world. The opportunity to help build one of South Africa's most distinguished brands in the local and international markets is one we are very excited about."

The management team includes Andre le Roux as strategic director, Mark van Rooyen as account director; Martinique Treadaway as creative director and Lwandile Fikensi as copywriter.

Will drive brand repositioning

Max Modise, KWV brand director for spirits and creams, says the agency will drive the repositioning of the brand and help it take back market share from the whiskey and cognac categories. "The brandy category has been in decline for the past few years and urgent action is needed to win back market share. Through our partnership we will steadily roll out a repositioned brandy brand, locally and abroad, to better meet the aspirations of the global brandy-drinking public."

The new brand campaign recently kicked off with an invitation-only event held in partnership with jazz maestro Jimmy Dludlu at the One&Only Cape Town on 18 August 2011. The event revolved around the launch of his new album, Tonata and the music was paired with KWV's 20 Year Old brandy, drawing a parallel with his own 20-year journey to success.

Commenting on the event, Goussard said, "The evening shows the importance of bringing brands to life in each of the senses of our consumers and we are proud to be a part of creating these experiences."