

Gorilla joins SAB's Gold Circle

Issued by [Gorilla](#)

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Gorilla recently received their first Gold Circle Award from SAB for excellence in Digital Execution in recognition of the work done with Hansa Pilsener.

SAB recently celebrated the third annual [Gold Circle Awards](#), an internal initiative to recognise and appreciate work done by the agencies and marketing companies they collaborate with. A dozen categories cover a variety of fields including advertising, PR, sponsorship and design.

Gorilla is the [lead agency](#) on Hansa's digital marketing needs. While they have been working with SA's favourite pilsener since 2012, they were promoted to the position earlier this year.

"It's gratifying to have our ideas and efforts recognised. We work with an awesome brand team who are always up for getting stuck into something fresh. Big brands that are part of big companies are often victims of their own size, and you don't get much bigger than SAB, but these guys relish moving fast and taking chances," commented CEO and co-owner, Jordan Wallace. "You've gotta live your brand, and as the beer brewed for the dreamers, we've gotta be willing to dive into the unknown sometimes. Fortunately, they're right there with us, which makes things that much better."



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Hansa has had a busy year, launching a [new look](#) and brand position. The pace has not lessened; the beer brewed with the Saaz hop recently announced a major sponsorship deal with English Premier League teams Manchester City and Arsenal, and is their official beer partner in SA. The current campaign, [Big. Be There.](#), gives local EPL football fans a chance to win an all expenses paid trip for four to the UK to watch a game live.

About Hansa

Hansa has brought the refreshingly crisp taste of the Saaz hop to discerning South African beer lovers since 1975. Its unique taste and refreshingly different position as South Africa's favourite pilsener have helped establish it as the beer brewed for the dreamers. Follow Hansa on Twitter at [@HansaPilsener](#), like their Facebook page at [Facebook.com/Hansa](#) or visit [www.HansaPilsener.co.za](#) to stay in touch!

About Gorilla

Hello. We are Gorilla. You can think of us as a digital agency helping brands and companies meet marketing and business objectives through creative, digital solutions. We see ourselves as a group of creative people privileged to have the opportunity to do really cool stuff. We are honoured to take on the voice of some of South Africa's leading brands and, through design, creative, strategy or daydream, we work so that every interaction a fan or follower has with a brand is a good one.

We build brand love. And we love doing it.

You can follow us on our mission to build brand love on Twitter as [@GorillaCM](#), like our Facebook page at [Facebook.com/GorillaCreativeMedia](#) or check out our musings by visiting [www.gorillacreativemedia.com](#). Queries can be sent to [hello@gorilla.cm](#).

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Gorilla



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