

Corporate and Investment Banking from Barclays Africa banks on Publicis Machine

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Publicis Machine is proud to announce that it has won the Barclays Africa Corporate and Investment Banking business, and been officially appointed to manage below-the-line (BTL) communications on this prestigious account for the next three years.

This announcement follows an intense three-stage pitch process that began in November last year, culminating in a three-way strategic and creative pitch. The final hurdle involved an agency visit to get a sense of the team in operation, from a high-powered delegation from CIB.

Says Publicis Machine MD Wimpie le Roux: "What struck us was the way in which the CIB team engaged with the agency throughout the whole pitch process. It strongly indicated that we are dealing with a professional, aligned team that seeks true partnership from its BTL communications partner. This resonates with the unique business culture at Publicis Machine."

At the outset, the agency will focus on interpreting and expressing CIB's recently developed external proposition throughout sub-Saharan Africa. This will involve an integrated below-the-line brand-building process across all client and colleague touchpoints - a good fit for Publicis Machine, which has its roots in digital.

Says Gina Yorke-Smith, Head of Marketing and Corporate Relations, "We were looking for an agency partner to help create a well-defined strategic framework in which our BTL communications could be expressed consistently whilst supporting our broader business objectives. We believe we have found that in Publicis Machine."

This is one of the agency's bigger account gains, and it is currently up-staffing in order to ensure that it can deliver the best possible service to this blue-chip client, without losing focus on its existing clientele.

"We are delighted with the opportunity to partner with the Corporate and Investment Banking team from Barclays Africa, and can't wait to make this particular investment in their future pay dividends," concludes Le Roux.

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