

# PSG invests its brand equity in Publicis Machine

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Leading financial services group PSG has entrusted its brand health to Publicis Machine, appointing the agency as its ATL and digital partner, effective 1 March 2015.

The agency will be responsible for the creation of PSG's brand and communication strategy, as well as all above-the-line work and digital communications, including the build and maintenance of the PSG website.

The appointment came in the wake of a nine-month website revamp project, which saw the Publicis Machine team develop an in-depth understanding of PSG's business and brand structure.

Says Tracy Hirst, Head of Group Marketing PSG, "During the website project, the Publicis Machine team proved itself not only in terms of business understanding but also in terms of creativity, client experience and attention to detail. The fact that the agency can meet all our needs, in terms of brand strategy, creative, digital and production, through one central client contact, is also an advantage."

She adds that the partnership represents the marriage of two strong challenger brands:

Since opening its doors in 1998, PSG has become one of South Africa's top financial services companies, with over 200 offices around the country and three operating divisions: PSG Wealth, PSG Asset Management and PSG Insure.

"As one of South Africa's fastest growing agencies, Publicis Machine is uniquely situated to understand PSG's position in the marketplace," she says.

Publicis Machine MD Tom Fels concludes: "We are delighted to have been appointed to the PSG account and are already well underway with our planning and creative development. The brand is at an important time in its lifecycle and we have a unique opportunity to create a distinctive and compelling communication proposition to drive the business forward."

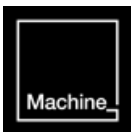
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