

Publicis Machine wins the sought-after 1st for Women Insurance account

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Publicis Machine is ecstatic to announce that it has officially been appointed the advertising agency on the 1st for Women Insurance account. This announcement follows an intense three-stage pitch process.

Says Publicis Machine CEO Adrian Hewlett, "It is with great pride we announce this win, but with equal pride that we congratulate the team who won it. We took a big decision to let the team that would ultimately work on the business, pitch on the business. Logically a women's insight on the brand was also key to winning, hence the female all-star team. The 1st for Women team were looking for the right strategic, creative and cultural fit for the brand, and placed strong emphasis on the team dynamic as they were looking not only for a once-off campaign, but a long term partnership."

Amanda Denton, 1st for Women's Executive Head of Brand Strategy, had this to say, "1st for Women has built a much loved reputation as a brand and we are looking forward to building further on this with Publicis Machine. The quality of work and the team synergy throughout the process give us great confidence that together we will further make a significant difference in the financial lives of South African women.

This is another significant win for the agency of adventurous minds, following shortly on from the win of prestigious Pernod Ricard brands, The Glenlivet and Martell Cognac.

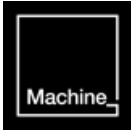


Publicis Machine team for 1st for Women Insurance

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Machine_ is a creative solutions agency represented across Cape Town, Johannesburg and Durban, and is home to over 75 adventurous minds.

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