

Levergy to go BOS

Issued by [Levergy](#)

5 Sep 2017

Emerging player in the sports drinks market, BOS Sport, has appointed Discovery Sports Industry Awards Agency of the Year, Levergy as their new creative agency. BOS Brands, an established name in the ice tea market, is looking to take their sports drink offering, a healthier alternative to competing brands, to the next level and believe Levergy is the partner to help them do that.



“Levergy impressed us with their sports-centric approach and identification of exciting digital opportunities for the BOS Sport brand. Their simple but innovative thinking is true to BOS Sport and we are excited for what promises to be a great partnership,” Monique Henderson, BOS Brand Manager said.

Following a competitive pitch process, the agency has been tasked with developing an integrated digital plan for BOS Sport, centring around a packaging update launching in early October.

Struan Campbell, Levergy co-founder, expressed his excitement at the appointment, “We perceive BOS Sport as not only a modern and fun brand, but also a product with real potential to grow in an environment fast shifting towards healthier alternatives. There is a definite synergy between our approach as an agency and BOS Sport as a brand. We are thus immensely excited to grow with them in the sports drink space.”

For more information on Levergy and for contact details go to [Levergy.co.za](https://www.levergy.co.za) or follow [@levergy_sa](https://twitter.com/levergy_sa) on Twitter.

- **Levergy and ICC recognised among Africa’s best** 12 Apr 2024
- **The power of passions displayed at the Marketing Achievement Awards** 4 Apr 2024
- **Levergy appoints Nomaswazi Phumo as head of strategy** 19 Jan 2024
- **Agency of the Year double double for Levergy** 1 Dec 2023
- **Building authentic connections by tapping into passions** 17 Aug 2023

[Levergy](#)



Levergy is a leading sport and entertainment communications agency based in Johannesburg.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>