

Havas appointed creative agency for Parmalat's international portfolio in South Africa

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Havas is proud to announce that they have been appointed as the lead creative agency for Parmalat's international portfolio of brands in South Africa. Parmalat left their previous agency, King James, on 31 December 2017, and kicked off with Havas from 1 January 2018.



“We are honoured and excited to introduce Parmalat to the Havas stable of partners. Havas is primed to handle FMCG giants such as Parmalat and we are looking forward to a great partnership where we will challenge and push each other to achieve business success across the brand portfolio,” said Lynn Madelely, CEO of Havas Southern Africa.

Speaking about the appointment, Cathy Eve, Group Marketing Executive at Parmalat South Africa said, “After a long and successful partnership with King James on the full Parmalat portfolio, we have decided to make a change and to partner with Havas on key global brands in our stable. We are confident that working with Havas on strategy and creative development of these strong brands will help us to move forward in a very challenging market environment. Havas has shown the same passion and excitement for building brands in our markets that we have and are fully engaged with local consumers to make sure that our international and local brands resonate with our consumers. We are excited about moving forward with the new team!”

Havas will handle all international brands from the Parmalat portfolio across all dairy categories, Président, and Melrose, a local jewel with a rich South African heritage.

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