

Old Mutual Investment Group appoints icandi COMMUNICATIONS as TTL agency for latest Basil Read JV

Issued by [icandi CQ](#)

17 Nov 2009

icandi COMMUNICATIONS has been appointed as the through-the-line agency for Old Mutual Investment Group and Basil Read's latest joint venture development in the vicinity of Doornkuil. icandi COMMUNICATIONS will be responsible for conceptualisation of the brand and its positioning in its entirety.

Having explored all the elements of the job and committing to the pitch, icandi COMMUNICATIONS is proud to have won this new business and looks forward to executing a creatively rich and strategically driven approach in a cost-effective and practical manner, throughout all implementation in the long run.

"On behalf of Old Mutual and Basil Read, I wish to congratulate you and your team on your professional approach," says Sarah Webb of Old Mutual Investment Group SA.

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