

Joe Public ignites Mercedes Benz

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Joe Public Ignite has been awarded the Mercedes Benz Commercial Vehicles (MBCV) account following a competitive three-way pitch.

Ignite is Joe Public's below-the-line unit, which opened in February 2012.

"The addition of Mercedes-Benz to our stable of brands is extremely exciting and testament to the fact that we are achieving our philosophy of 'Igniting Behavioural Change'," says Tiaan Van Jaarsveldt, Ignite's MD. "The team is thrilled to be working on this brand and we're confident we'll be able to effect real change for the client."

Pippa Capstick, Ignite's Creative Director adds: "It's crucial that strategy and creative work consistently together. One of our continuous challenges, particularly in the below-the-line arena is finding creative solutions to very real business challenges on finite budgets and our ability to do just that aided in winning the Mercedes business."

Mercedes-Benz Commercial joins Castle Lite, Anglo American, Clover, Food Corp and Jet as valued clients in this fast growing agency.

About Ignite:

We believe our role is to beat the predictable average ROI line which traditional below-the-line approaches tend to yield. And to beat the line, we believe we need to ignite growth through 'ignition thinking' which means leaving behind expected, formulaic approaches. It is the understanding that below-the-line doesn't have to be a slave to short-term imperatives, but can be a space where long-term growth platforms are created, where the category's playing field can even be altered. Ultimately, ignition thinking is striving to think beyond the lines of below-the-line, because the quality of our clients' ROI depends on it. We call it "return on ignition". Visit www.joepublic.co.za for more.

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