

Old Mutual appoints Avatar and Mortimer Harvey

Old Mutual has appointed Mortimer Harvey (MH) and Avatar to provide below-the-line services, tasking them with the design and production of creative collateral in support of marketing and internal communication campaigns (digital and print). They will also conceptualise and produce direct marketing campaigns (email and SMS) and short-form videos.

Andisa Ntsubane, acting CMO at Old Mutual, says, “We are excited about these appointments and look forward to doing great things together. Both agencies are well regarded across the industry for their award-winning creative work and will contribute towards our goal of delivering cutting edge campaigns that elevate our brand.”



Andisa Ntsubane, Old Mutual's CMO

Jacque Matthee, ECD at MH, comments: “Our creative team comprises a great balance of youth and experience, and we can’t wait to inspire and delight our new client with some great work.”

Zibusiso Mkhwanazi, Group CEO of Avatar Agency Group, calls the appointment a major milestone for the agency and says, “We are truly humbled that eight years into Avatar’s journey we are appointed to work on this pan-African business. We hope to open more opportunities for small businesses through this win to play our part in creating a more inclusive South African creative economy.”

As the world comes to terms with the ramifications of the pandemic, he believes the financial services sector will continue to undergo a considerable shift in the way consumers perceive savings, retirement and insurance.

“Avatar looks forward to playing an important role in helping the brand meet current and future customers’ expectations,” he concludes.

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