

Zoom hits the jackpot

Zoom Advertising – Ogilvy's retail advertising and 'brands at retail' agency– has won the Vukani Gaming account. Vukani is part of the listed HCI Group and owns the V Slots brand.

The account was awarded initially on the merit of the agency's creative approach for a branded entertainment concept. Vukani then appointed the agency to handle all its marketing communications.

The agency also handles PEP, Cashbuild, Sportsmans Warehouse, Outdoor Warehouse, Crazy Store, Sasko (below the line), Delheim Wines and Lewis Stores.

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