

# Bootlegger appoints Old Friends Young Talent as their creative agency

Issued by [Old Friends Young Talent \(OFyt\)](#)

16 May 2023

Old Friends Young Talent has been appointed to champion Bootlegger's national strategic, branding, communications and digital efforts.



The partnership will include brand and communications support across B2B and B2C, strategy development, design, social media and content.

This is an exciting marriage between a beloved Cape Town brand on the quest to strengthen its standing across South Africa and one of South Africa's prolific independent creative agencies.

- " **Minimal changes, maximum comfort: Asics Gel-Nimbus 26 shoe** 19 Jan 2024
- " **Satrix joins Old Friends Young Talent as their newest client** 26 May 2023
- " **Bootlegger appoints Old Friends Young Talent as their creative agency** 16 May 2023
- " **Old Friends Young Talent wins G-Star RAW SA PR account** 20 Apr 2023
- " **OFYT appoints Nandi Zuma as new head of PR and exco member** 9 Feb 2023



## Old Friends Young Talent (OFyt)

A unique union of global experience and talent from the streets to create fresh, involving, indigenous South African marketing solutions.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>