

## Satrix joins Old Friends Young Talent as their newest client

Issued by Old Friends Young Talent (OFyt)

26 May 2023

Satrix has appointed Old Friends Young Talent (OFYT) as their new creative agency.



The partnership will include through-the-line services, a brand refresh, social media and content strategies, digital marketing and integrated campaign execution.

Both parties believe that this exciting partnership will see the birth of groundbreaking creative ideas in the financial and investments sector as OFYT continues to challenge the creative status quo and deliver great results.

- \* 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.

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