

Standard Bank hires four-agency team

Standard Bank has tasked four agencies to manage its through-the-line, brand, corporation reputation and PR respectively. The agencies will help Standard Bank deliver differentiated product offerings and client experiences.

M&C Saatchi Abel will handle the bank's through the line business, while Ogilvy will tack its brand agency. Clockwork will steer the Standard Bank Consumer PR (retail and business) business. And Edelman is in charge of its key corporate reputation management.

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