

JWT catches Gautrain

JWT has been appointed as the Gautrain communications partner, following a tender process in which 39 agencies submitted their communication proposals for the Gautrain account. The process culminated in a pitch presentation by four shortlisted agencies.



Jerome Govender, CEO of the Bombela Concession Company (the entity responsible for the construction and operation of the Gautrain), expressed his thanks to all bidders for the extremely high standard of bids received. "We face an exciting challenge to roll-out the campaign to excite, inform and persuade our future patrons and we look forward to working with an agency with the experience and professionalism to achieve this."

Judy van Dam, MD of JWT Johannesburg, said, "As brand pioneers, we are proud to be associated with this pioneering project, which will enhance the lives of the people of Gauteng and foster economic growth in the region." She paid tribute to the roles played by their contributing specialist partners, Mindshare, aquaonline and Mall Active.

"It was a great experience to have such excellent partners working with us. The result is a fully integrated, comprehensive campaign using both traditional and alternative media channels."

The three other shortlisted agencies were Saatchi, Ogilvy Brand Activation and Ireland Davenport.

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