

Promise Digital wins Castle Lite Lime

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After a pitch process, Promise Digital has been appointed by the South African Breweries to take custodianship of the Castle Lite Lime brand's digital account.

The agency will create and implement digitally-led campaigns to drive awareness, establish brand presence and encourage sampling through the brand's digital assets from website to social media pages.

James Moffatt, CEO Promise, notes that "we enjoy a great working relationship with the SAB marketing team on both Castle Lite and the new Lime variant and are thrilled to be able to add value to the brand's digital objectives."

Romy Townsend, Brand Manager for Castle Lite Lime, comments that "as Promise is already involved in many BTL projects, we're looking forward to a holistic approach to addressing our objectives for Castle Lite Lime."

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