

TBWA\Hunt\Lascaris Johannesburg wins Distell's Klipdrift account

TBWA\Hunt\Lascaris Johannesburg, a creative ad agency, has been awarded the Klipdrift advertising account by Distell Group, Africa's leading alcoholic beverages producer and marketer. The Klipdrift account gain means that the Johannesburg agency in the TBWA\SA stable now handles the advertising of six leading Distell brands - Klipdrift, J.C. Le Roux, Mainstay, Scottish Leader, Bain's and Bisquit.

As the lead creative and strategic agency on Klipdrift work, TBWA\Hunt\Lascaris Johannesburg will develop through-the-line campaigns for the brand's high-growth markets. Priorities include new positioning, a new campaign idea and collaborative campaigns across a number of communication channels.

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