

Promise wins Castle Lite's digital portfolio

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After a highly competitive multi-agency pitch, Promise has successfully acquired the Castle Lite digital portfolio. The digital business now joins the agency's BTL portfolio for Castle Lite and enables Promise to achieve more synergy overseeing the combined portfolio.



Becky Opdyke, Brand Director for Castle Lite, notes: "We are very excited to extend our relationship with Promise to encompass our digital portfolio – their breakthrough pitch was innovative and truly showed a deep knowledge of our target consumers."

James Moffatt, Promise CEO, notes: "We are absolutely delighted to be appointed by Becky and her team, as they lead with innovative and disruptive strategies. The brief was unique and we felt our pitch was absolutely the right approach. We're thrilled the Castle Lite team concurs and we can't wait to get stuck into the work!"

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