

Net#work BBDO wins Primedia Broadcasting

Net#work BBDO has been awarded the Primedia Broadcasting advertising account for flagship radio stations 702 and 947, as well as Lead SA and EWN.



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Boniswa Pezisa, BBDO South Africa Group CEO, says working with Primedia will add to the group's repertoire in the broadcasting and channel marketing space.



Net#work BBDO reverts back to one-agency-two-offices model

Juanita Pienaar 8 Mar 2018



Having previously partnered with SABC commercial and public radio to turn its flagship brands around, Pezisa says that this relationship with Primedia is an exciting opportunity to tap and build on their radio credentials and that they look forward to rejuvenating the category and giving it relevance. "We are also excited by the opportunity to leverage Lead SA for Primedia Broadcasting. Giving brands a purpose is something that we revel in."

"As an agency born in the same month as the new South Africa, Net#work BBDO delights in the crazy kind of optimism that exemplifies South Africa's two-and-a-half decades into democracy. We love work that celebrates and uplifts the human spirit, that has a selfless edge to it; demonstrates entrepreneurial courage, and radio is part of the fibre of the South African story. – Pezisa"



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Primedia Broadcasting 1 Jun 2018



Primedia Group CEO, Omar Essack, comments: "Our brands are bold, energetic and dynamic and we look forward to partnering with an agency that has these traits as part of their DNA and can amplify all of the exciting things we are doing with our brands and platforms."

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