

OLC 20slayteen: Fast-growing agency won't stop its go

Issued by [OLC Through The Line Communications](#)

1 Jun 2018

2018 started with a resounding bang for Offlimit Communications (OLC). The agency had an incredibly successful run in 2017, expanding its client base, acquiring larger office space and growing the staff complement - all while churning out groundbreaking campaigns.





Jerome Cohen, OLC Managing Director



Huawei P20 launch

The first quarter of 2018 proved to be a continuation of the ascension of the BTL agency to a TTL agency with a genuine 360° offering. Over the years the agency has managed to secure and retain global powerhouse brands that include Coca-Cola company, which in 2018, marked a seven-year collaborative relationship.

In the first few weeks of 2018, OLC started the unprecedented winning streak which culminated in the agency sitting with brands such as pharmaceutical giant AMKA's Sta-Sof-Fro and Stylin Dredz' accounts. Most recently, Discovery Health and Robert Bosch Automotive appointed OLC as their agency, responsible for activation executions. In 2018 OLC has also managed to retain relationships with brands such as Blue Ribbon, Old Mutual, Powerplay, Huawei and multiple brands under the Pernod Ricard stable.

"We have always had a great vision for the business and have actively approached every brief with a fresh outlook, striving to push boundaries. This year has been unprecedented in terms of how much work has come in, and if this first half is a sign of things to come - 2018 is set to be a world-class year," commented OLC Managing Director Jerome Cohen.

With offices in both Johannesburg and Cape Town, the agency recently expanded its core business offering to include a specialised promoter division as well as a PR, social media and a talent management leg.

" Sparletta brings the taste of home to every meal as *Uzalo* stars takeover KwaMashu Shoprite 10 May 2024

" Offlimit Communications celebrates 20 stellar years of innovation and success in TTL marketing 9 May 2024

" International rugby player, Eben Etzebeth teams up with Bayer as an ambassador for Berocca in South Africa 26 Feb 2024

" Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma 21 Feb 2024

" Coke Studio brings 'real magic' to the neighborhood 7 Dec 2023

OLC Through The Line Communications



OLC Through The Line Communications is an award winning experiential marketing agency that aims to move businesses and brands forward.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>