

CNA appoints Promise

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27 Sep 2010

Promise has been appointed by CNA, effective 1st October 2010. The agency will be required to work closely with the marketing team to further strengthen and develop the brand across all appropriate communication channels. CNA, part of the Edcon group of companies, is a well known South African brand with 205 stores nationwide. CNA provides customers with digital, reading, entertainment and creative products; all in an easy to shop environment.

CNA is positioned as the destination for latest releases and most wanted products. These are a combination of both nationally and internationally recognised brands and exceptional value house brands.

James Moffatt, MD Promise, notes: "We are delighted to be appointed by the CNA marketing team to help them achieve their goals for the brand. We believe the brand holds a great deal of latent potential, something which the CNA marketing team expects us to leverage whilst working with them to achieve further growth and success. This is a challenge we are tremendously excited about, both from a strategic and creative perspective."

Terry Dale, Marketing Manager, comments: "We look forward to working with Promise, who have already demonstrated sought after marketing-at-retail skill sets and a proactive work ethos."

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