

Promise sees results

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Despite tough macro-economic conditions, Promise has achieved 24% growth in revenue across the group over the past financial year. This includes an astonishing 80% increase from the digital division, Promise Digital.

This has been achieved through existing clients expanding their portfolios with Promise, as well as new business wins.

Some of this growth includes:

SAB-Miller
Ellies
Japan Tobacco International
Virgin Mobile
Busby
Edgars Mobile and Jet Cellular

James Moffatt, CEO, notes: "We put this growth entirely down to the quality of our team and EXCO's commitment to strategically important skills development. We've continued to invest in our digital division and have established a strong social media and internal development team. Over the past two years we've also worked hard on distilling our culture (which existed but wasn't articulated clearly enough), to ultimately manifesting it in a sustainable way. This work has born visible results during the past year in particular.

"We are very proud of the team as a whole and each individual who contributes to its success. Promise people have unrelenting standards and a willingness to constantly improve. We value our clients tremendously and have attracted high quality clients from whom we seek notoriety through being exceptional. The team has evolved into a highly collaborative and nurturing bunch of people who are always willing stretch a little further.

"We recognise that we can't control the macro-economic environment, so the only thing we have influence over is our internal strengths, which we have optimised. This is what we believe has enabled us to grow during the past year."

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