

Promise voted by peers as "One to Watch"

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MarkLives.com has just completed a survey with South African advertising execs to ascertain who they feel will be the "One to Watch" in 2016.

Finalists are rising agencies that are seen as holding talent in management and creative that places them as strong contenders amongst their competitors.

Promise has won the nomination of its peers for the Johannesburg region as well as first place for South Africa, in a tie with the Y&R Group.

Last year, the agency was a finalist for medium-sized agency of the year in the Financial Mail's Annual AdFocus Awards.

Promise grew digital revenue by 80% during 2015, with digital now accounting for 40% of income. The agency retained all clients and won new business from Castle Lite (BTL), Virgin Mobile, Edcon (additional), Ellies Holdings, JTI, Forever New and Brutal Fruit (digital).

The results of the survey are available here: <http://www.marklives.com/2016/02/agency-leaders-2015-one-to-watch-south-africa-2016agency-leaders-2015-the-one-to-watch-in-2016/>.

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