

Promise wins Futurelife

Issued by [Promise](#)

16 Mar 2016

After a multi-agency pitch process, Promise has been appointed as the integrated agency of record for Futurelife.

Futurelife has rapidly become a household name in South Africa. Due to the high nutritional values of all its products, Futurelife appeals to a broad range of consumers, from sportsmen and women to the growing family. Futurelife is also the only scientifically formulated nutrient dense food to contain Moducare. The brand has diversified its product portfolio tremendously and now produces on-the-go snack products such as bars and shakes, as well as specially formulated smart food for kids.

James Moffatt, CEO Promise, notes that “the brand has succeeded to take a healthy share of basket in a very short space of time. We’re thrilled to be able to assist Futurelife with their plans to further grow sales and brand equity. The team have good chemistry and this always bodes well for a successful partnership.”

David Sweidan, GM Business and Marketing, comments: “We are always looking to work with like-minded entrepreneurs and businesses who understand our vision and mission, to become a global leader in the functional food market and in doing so empowering consumers to lead healthier lives. Promise Group resonate strongly with the Futurelife team and we have no doubt that their passion for what they do will generate unique and innovative strategies to further our growth.”

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