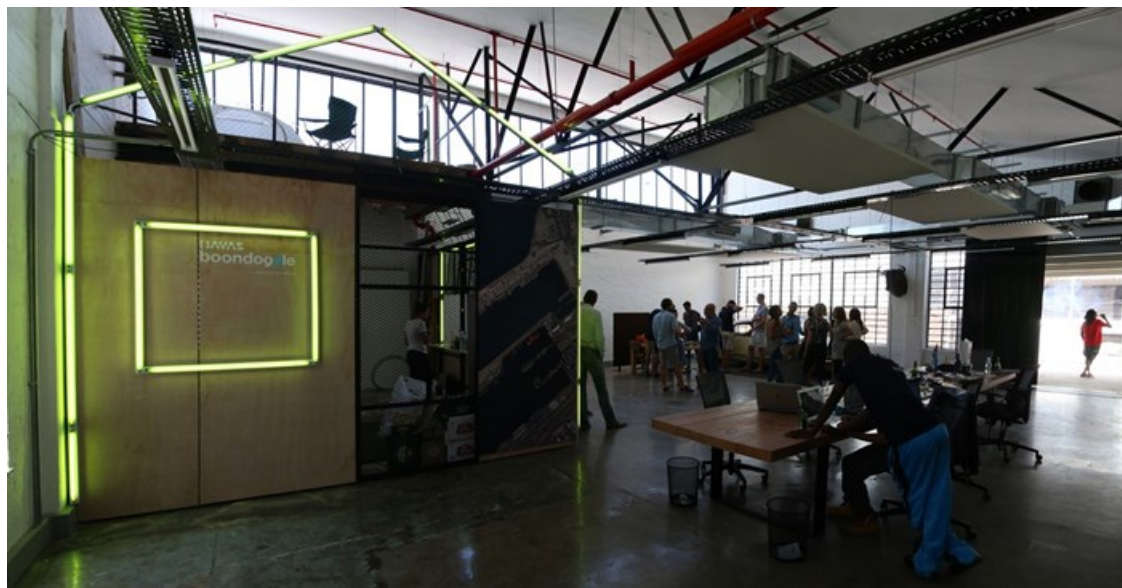


Havas Boondoggle set to shake up service design

SA's digital marketing landscape should prepare for a new approach with the launch of Havas Boondoggle, one of the first service design agencies in South Africa.



Havas is opening a new office in Cape Town that launches one of the first truly digital agencies in SA, Havas Boondoggle.

Set to coincide with the start of the Design Indaba, Havas Boondoggle is set to bring something new to the South African digital agency space based on the best of their European experience and South African expertise.

Already part of the Havas Group in Europe, the founders decided they wanted to start a new venture, while Havas Southern Africa wanted to expand their digital offering.

Havas Boondoggle creates digital services, products and campaigns that make the most of today's technology through the design thinking process and methodology, realised in the digital space to improve the quality of experiences and interaction between brands and their customers.

For more information about Havas Boondoggle, visit <http://havasboondoggle.co.za/> and follow [@havassa](#) and [@boondoggleza](#) for updates.

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