

# It's not all work for Bluegrass Digital

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Bluegrass Digital teamed up with fellow Cape Town agency, Digital Fire, to play in the hugely popular Cape Town Tens rugby tournament and emerged victorious in their division.



Since its launch in 2009, Cape Town Tens has grown into a unique sports lifestyle event that successfully combines rugby, beer, banter and sunshine with live entertainment. This year the tournament was held from 7-8 February at Hamiltons Rugby Club where more than 90 teams and 15,000 spectators congregated to view the spectacle.

Participating in the UTI Vets division, the inimitable Digital Fire Demons sought sweet victory in their two-day knockout games and ultimately emerged victorious to take home the UTI Vets shield after, coming back from 21-0 down in the semi to win 21-24, and the narrowest of wins in the final over gritty rivals NUMZAMs with a score of 14-12.

"It was two days of great fun on and off the field. The Digital Fire team (with Bluegrass Digital as the co-sponsor) was a mixture of work colleagues and friends at the start of the tournament. At the end, as so often is with rugby, we were all friends. The rugby was hard and I was delighted to see that Nick Durrant Bluegrass Digital MD, could deliver as well on the pitch as he does in the boardroom! He ended up with four tries, but I was quick to remind him that I did all the hard work for him to look good," says Digital Fire MD, Thomas Boyd.

Digital Fire and Bluegrass Digital not only successfully partnered on the field to show the rookies what the vets can do, but the two agencies have also partnered on a number of fruitful projects in the creative and tech industry both locally and in the UK.

According to Boyd, Digital Fire and Bluegrass Digital have worked successfully on a number of local and international projects. Bluegrass Digital's build and production capability is first-class and perfectly complements Digital Fire's digital marketing solutions. The two companies are therefore perfectly suited to provide a complete 360° digital solution to achieve their clients' business objectives.

## About Digital Fire

Digital Fire is an email marketing and digital media specialist with offices in Cape Town and London. We specialise in full service opt-in email marketing, email data rental, email database management, SEO, social media, video marketing, digital media strategy and consultancy. We provide cutting-edge digital marketing and advertising solutions for our clients in the South African marketplace and internationally in the United Kingdom, Europe and the United States.

## About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web

and social platforms. With our head office in London and hubs in Cape Town and Johannesburg, our highly-skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

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