

# Gorilla awarded dream digital agency role on Hansa

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Hansa recently put the position of lead digital agency out to tender, and after a lengthy process of evaluation has selected Gorilla to fulfill that role.



*Hansa's Digital Now Brewed By Gorilla*

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Hansa's journey over the past few years has been a colourful one, including a massive re-branding exercise and a re-design of its bottle to accompany its claim of being brewed for the dreamers.

Gorilla has been running the Hansa Social Media presence for nearly two years but will now step up into a more senior leadership role in terms of total digital strategy and implementation.

"While our involvement in the Social Media content creation and management of the brand has been a fantastic experience, we're inspired by the new challenge of taking a more active role in shaping and implementing Hansa's vision to be an enabler and fulfiller of dreams and ambitions," said Jordan Wallace, CEO and co-founder at Gorilla.

Gorilla will continue to work closely with Hansa's other agencies to ensure that the brand message is flawlessly brought to life in an integrated manner and with a single, clear message and tone regardless of channel or medium.

"Hansa is an incredibly active brand in multiple channels, from traditional above the line to activations and eventing. It's important that our digital presence matches these at all times," said Refilwe Maluleke, Hansa's marketing manager. "If we want to truly be brewed for the dreamers we need to be relevant 24/7 and our digital channels allow us to do that."

The re-positioning of the brand as being "Brewed for the Dreamers" marked a decisive new direction for South Africa's favourite local pilsener, with creative featuring legendary character Vuyo meeting real life success stories and getting first hand tours of their accomplishments. This was followed up with a celebration of the new design and the story of two decades of change leading up to it.

Hansa is now gearing up for its next big thing, and it's guaranteed to get the dreamers raising a pilsener in celebration.

## About Hansa

Hansa has brought the refreshingly crisp taste of the Saaz hop to discerning South African beer lovers since 1975. It's unique taste and refreshingly different position as South Africa's favourite pilsener have helped establish it as the beer brewed for the dreamers. Follow Hansa on Twitter at [@HansaPilsener](#), like their Facebook page at [Facebook.com/Hansa](#) or visit [www.HansaPilsener.co.za](#) to stay in touch!

## About Gorilla

Hello.

We are Gorilla. You can think of us as a digital agency helping brands and companies meet marketing and business objectives through creative, digital solutions. We see ourselves as a group of creative people privileged to have the opportunity to do really cool stuff. We are honoured to take on the voice of some of South Africa's leading brands and, through design, creative, strategy or daydream, we work so that every interaction a fan or follower has with a brand is a

good one.

We build brand love. And we love doing it.

You can follow us on our missions on Twitter as [@GorillaCM](#), like our Facebook page at [Facebook.com/GorillaCreativeMedia](#) or check out our musings by visiting [www.gorillacreativemedia.com](#). Queries can be sent to [hello@gorilla.cm](#).

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#### Gorilla



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