

# Bold awarded for African Bank account

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Bold, a Brave Group Company, is pleased to announce that African Bank Ltd has awarded us as their preferred agency for Financial and Corporate Public Relations for three years.



"The executive communication and advisory firm by partners Ndumiso Mngomezulu and Jeremy Maggs were able to bring strong strategic/creative thinking and nailed the territory African Bank will hold in its journey to rebuilding the corporate image," said newly appointed chief marketing officer, Sbusiso Kumalo.

"African Bank is reimagining its identity, building statue and a brand that resonates with customers and stakeholders; for the executive, the awarded bid needed to go to an agency that can solve this challenge, showing a greater understanding of the South African market dynamics. Bold delivered that very well, complemented by a leadership team with the right combination of experience to help us build strong," continued Kumalo.

African Bank forms part of an expanding suite of clients represented by Bold looking for a high-performance agency that can meet the rapidly changing high-level communication environment.

Bold's Jeremy Maggs says, "This is a significant win for our agency, and we look forward to working with African Bank to reposition its brand in the marketplace with the express objective of growing its customer base and developing its influence in the broader SA financial services community."

"Our job is simple yet will be a challenging one. We are tasked to manage and build a reputation that fosters strong relationships with stakeholders through financial and corporate public relations—an institution whose market is desperate for financial services that will serve them ultimately. Ours is to build complete confidence for the bank. This is a task we are happy to deliver on. As a group, we speak of building a great country and great economy - this is our chance to make this happen," adds Mngomezulu.

We are delighted with the confidence and trust that African Bank has placed in Bold and look forward to harnessing the strength from all of our operating companies to deliver truly outstanding work.

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