

Joe Public tucks into Roman's Pizza

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Full service creative agency Joe Public has been awarded the Roman's Pizza account. This comes hot on the heels of the agency bringing home 12 coveted Loerie Awards.

Soon to launch its 100th store, Roman's Pizza sought a forward-thinking agency that would produce great creative work backed by a sustainable brand strategy. "We are thrilled to be entrusted with one of South Africa's most loved pizza brands," says MD Gareth Leck.

"Roman's is unique in that it offers two pizzas in one box for every order. It's positioning 'best pizza, best value' will form the epicentre of our creative elements. It's our intention to further entrench this brand as a household name and give its competitors a literal run for its money."

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Joe Public

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