

Bidvest Bank names Havas South Africa its lead agency

Bidvest Bank in South Africa has appointed Havas South Africa as its lead agency. After beating out several agencies in a four-way pitch process, Havas South Africa will handle Bidvest Bank's creative and internal communications.

Havas will manage the bank's brand communications, working hand in hand with other specialist Bidvest Bank-appointed agencies to push the Bidvest Bank business forward.

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