

Liquorice wins Unilever Blue Band account

Liquorice has been appointed as the lead regional digital agency for the Unilever Blue Band margarine brand across three key African markets including Kenya, Ghana and Nigeria.



The agency will be responsible for bringing Blue Band into the digital space, driving innovation in mobile, web and social media, enabling the brand to connect with consumers and the trade. Its first task is to create mobile health and nutrition campaign in Kenya, Ghana and Nigeria, reaching mothers at relevant moments on mobile social networks, like Eskimi and 2go.

Carolyne Kendi, Brand Development Manager for Spreads, Unilever Central Africa, commented, "Liquorice really impressed us with their in-depth understanding of the Blue Band consumer across Africa and were able to use this to create wonderfully relevant strategy, design and mobile solutions."

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