

## JWT goes for ABC

JWT recently won the African Banking Corporation account in a three-way pitch against Grey Worldwide and Y&R Brands.

The strategic, rather than creative abilities pitch, combined with the agency's proven experience in the financial services advertising sector with a variety of blue-chip clients, ensured their selection by the Africa Banking Corporation, a pan-African financial services company. "Winning this financial institution's business highlights our robust strategic skills and extensive African network," explains Judy van Dam, JWT's MD.

The agency has offices in all of the African Banking Corporation's markets (except Botswana) and this, coupled with the fact that it has offices in many of the markets that ABC seeks to enter, was a big plus.

"We will focus on creating awareness for African Banking Corporation that will encourage decision-makers place the financial institution at the top of their shopping list," Van Dam adds.

The corporation's campaign will traverse five very different markets and as it will compete against big brands with big budgets, the agency plans to develop an idea-driven campaign designed to ensure ABC stands out against its competitors.

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