

#MediaAlert! Windhoek Beer and Jupiter part ways

The Windhoek Beer account is out to pitch after parting ways with advertising agency, The Jupiter Drawing Room Cape Town in South Africa, after more than a decade.



Windhoek Beer is currently concluding its pitch process and will be announcing its new agency partner in due course. A statement issued by Windhoek Beer Thursday afternoon, announced the end of its relationship with Jupiter.

Together the agency and client partners have built a strong strategic and creative platform for the Windhoek Beer brand, which has contributed to the success of the brand over the years.

Some of the key milestones achieved during this partnership include; the pan-African campaign that featured renowned footballer Didier Drogba, which assisted in unlocking the African market.

Great partnership

The jewel in the crown - winning a Cannes Lion (and a gold and two silver Loeries) for the interior design branding solution

developed for Windhoek's flagship taverns. And the latest *Don't Compromise* campaign which launched with a beautifully crafted TVC taking consumers back in time and reinforcing Windhoek Beers "don't compromise" promise.

"We'd like to thank The Jupiter Drawing Room Cape Town for the incredible knowledge, creativity and passion they have shown during our partnership. They have embodied Windhoek Beer's 'Don't Compromise' message at every step and have always given 100% effort in helping to propel the Windhoek Beer brand forward and entrenching it in consumers' hearts and minds," said Dana Katz, Windhoek Beer marketing manager.

This sentiment was echoed by Kevan Aspoas, CEO of The Jupiter Drawing Room Cape Town. "Our work started with the legendary Louis Gossett Jnr *Real Men Don't Drink Pink Drinks* campaign. Together we celebrated *Men Made of the Right Stuff*, and created a Pure Beer Society. Over the years we helped people choose '100% Pure Beer, no other stuff', through telling a 'Don't compromise' brand story which highlights Windhoek's beer brewing process using superior ingredients.

"Any agency and client relationship is about great partnerships and we wish the brand team's new agency and the Windhoek Beer team all the best for their future relationship. We hope they enjoy much success," he concluded.