

Lovemark clinches forestry deal

York Timber Holdings Limited has appointed [Saatchi & Saatchi](#) as the new creative agency to reposition and revitalise the brand, which was incorporated as a company in 1916 and has been listed on the JSE since 1946.

As a vertically integrated solid wood processing company it has, with its subsidiaries, reportedly the biggest market share of the South African lumber market. It operates in various trade sectors and markets, both domestic and overseas.

Commenting on the appointment, Samantha Beresford, marketing director of York Timbers, says that the agency was chosen because of its considered response to the brief and points out that its Lovemark theory came across as a very powerful tool.

"This gave us confidence that the techniques were tried and tested and could be adapted to our traditionally old-fashioned B2B industry," she adds. "As a global concern, we believe that the agency can help us to understand the brand attributes of the industry particularly from an international perspective," she says. "This will help us make significant changes to the way in which we do things eventually making York into a Lovemark."

Saatchi & Saatchi MD, Grant Meldrum, says, "The great thing is that the client is committed to practicing sustainable forestry, conserving natural resources and energy and continually improving its environmental management practices."

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