

Gorilla Jozi lands sweet new client

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Mondelez is the latest addition to the Jozi stable, appointing Gorilla as the digital partner on their gum and candy portfolio.

2016 started off in the sweetest way possible, with Gorilla winning a closely contested pitch to work on Mondelez's Stimorol, Clorets, and Halls brands. "The pitch process ran through the end of last year, and we went into the festive season not knowing what the outcome would be. They're really exciting brands, doing cool work locally and globally, and we were over the moon when we got the call to say we'd been successful," said Enrico Ferigolli, Business Unit Director at Gorilla JHB.

"We're thrilled to have Gorilla join the team," said Andrea Cloete, Senior Category Manager, Chewing Gum South Africa at Mondelez. "They impressed us immediately during the pitch process, and have hit the ground running this year. Considering our brands and target market, digital is a key channel for our portfolio, and Gorilla has got great experience in this. Stay tuned for exciting things this year."

According to Jordan Wallace, CEO of Gorilla, the new account adds to what has been a successful expansion to Johannesburg for the Durban-founded agency. "At the beginning of 2014, our Jozi office consisted of two account managers handling the little bit of JHB based work we had. Today we're privileged to be leading the digital journey of 21 JHB based brands across SAB, GSK, Merck, R&R, BP Castrol, and now Mondelez. We're expanding our offices in Greenside, and getting the interest of some fantastic Jozi talent keen on joining our jungle. That said, we've got no intention of expanding too quickly. We've got a unique culture that we're very proud of, and as we grow, it's what we work hardest on preserving."

Gorilla is a digital creative agency with offices in Durban and Jozi. If you're interested in building brand love, or joining our team, email hello@gorilla.cm

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