

Promise wins Alcatel

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Promise has been appointed as agency to TCT Mobile (Alcatel Mobile Phones). TCT Mobile, under licence, manufactures and distributes Alcatel Mobile Phones and is one of the fastest growing handset manufacturers in the industry.

The agency will be required to provide through-the-line advertising, brand development and design services. Ernst L.Wittmann, Country Manager - South Africa, notes on his appointment of the agency: "We believe that Promise is the right fit for our ever growing brand. The attention to detail, eagerness and fast turn-around time from the Promise team is exactly what we are looking for. We look forward to working with Promise going forward."

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