

FusionDesign to manage destination marketing for Groot Constantia

FusionDesign, a full service integrated brand agency based in Cape Town, has secured the marketing contract for Groot Constantia - South Africa's oldest wine farm. Groot Constantia has been in existence for 329 years this year. Wine has been produced on the estate without interruption since 1685 and today the estate is owned by the Groot Constantia Trust - a non-profit company which ensured that Groot Constantia is beautifully maintained and operated to the highest standards.

FusionDesign, which consists of a small team of strategic thinkers and creatives who operate in a fast-paced hub, will be managing all publicity for Groot Constantia as well as all social media platforms and the design and execution of strategic events. FusionDesign has also been tasked with the role of building the profile of Groot Constantia's wine club, called the Governors Club. The relationship between Groot Constantia and FusionDesign began with the successful development of the #FeelGrootConstantia campaign which was the beginning of a five year development plan for the wine estate.

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