



PPS ADVERTISING ACCOUNT AWARDED TO EURO RSCG 4D

PPS, the specialist financial services provider to graduate professionals, has appointed Euro RSCG 4D to manage its advertising strategy and campaign from August 2011.

Euro RSCG 4D is part of an international communications group, HAVAS Worldwide, which employs 14 000 people in 75 countries and handles the advertising campaigns of brand such as Reckitt Benckiser, Revlon and Volvo, amongst others.

“Euro RSCG 4D is a widely regarded agency, with an excellent reputation and we are proud to have them as our advertising specialists and look forward to further enhancing the perception of the PPS business,” says Gerhard Joubert, Head of Group Marketing and Stakeholder Relations at PPS.

Joubert says that Euro RSCG 4D has already provided excellent insight into delivering the message of the unique value proposition of mutuality to qualifying graduate professionals. “Internationally mutuality is proving itself as a more appropriate governance model for insurers and is becoming increasingly more popular. Euro RSCG 4D will use their expertise to enable PPS to take this important message to the South African consumer.”

Lynn Madeley, CEO of the Euro RSCG group in South Africa stated, “I am particularly proud of this win for 4D, it proves that all our agencies in South Africa have a clearly defined offering that is highly suitable to clients in the current climate.” The PPS win comes off the back of the Peermont and Revlon wins for Euro RSCG South Africa, the founding agency in the group, earlier this month.

Joubert says PPS aims to grow awareness amongst qualifying graduate professionals of its products and services. “Consumers need to know that we are no longer just a long-term insurer, we are a financial services group with more than R16 billion in assets under management.”