

# Techsys Digital wins Vital Health Foods account

Vital Health Foods' recent multi-agency pitch process resulted in Techsys Digital being appointed as its lead digital agency. The win will see Techsys extending and maintaining Vital's e-commerce offering (<https://www.vital.co.za/>) and designing an eCRM strategy to deliver on the brand's 2018 objectives.

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Says Justin Williamson (CEO - Vital), "We were impressed by the digital marketing knowledge and experience that Techsys Digital have to offer. We are confident they are the right partner to continue moving us forward in 2018."

The brand's exciting portfolio of products include supplements and health foods with a fantastic loyalty offering named Vital Club, all of which offer up rich digital opportunities.

Andrew Walmsley, Founder and Managing Director of [Techsys Digital](#) says, "We are excited to partner with such a well known and loved South African brand. Vital's digital offering is crucial to the brand's ongoing growth and we were pleased to be offered the challenge to take it forward."

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