

# Blending heritage with cutting edge: Techsys Digital wins KVV account

Issued by [Techsys Digital](#)

12 Feb 2018

Techsys Digital has proven its ability to produce results for top brands in the alcohol category, with a client portfolio that includes powerhouses Heineken SA and Diageo.

Now the Cape Town-based agency can add one of South Africa's most respected wine and spirits producers, having been awarded the full breadth of digital and CRM for top KVV brands Roodeberg, KVV Classic, Cathedral and KVV Wine Emporium.



"KVV is present in over 100 markets globally, renowned for exceptional brands and product innovation. It's an honour to work with such a highly celebrated international brand," says Andrew Walmsley, MD of Techsys Digital.

Part of KVV's enduring appeal is its foundation in tradition, while simultaneously innovating for the contemporary consumer. It makes sense that the 100-year-old alcohol producer sees an ideal fit with Techsys Digital, known for keeping ahead of trends in the digital marketing sphere.

As Walmsley notes, "Each of the four KVV brands awarded to Techsys enjoy a long heritage and have remained relevant due to an unwavering ability to evolve. It's exciting to be on this journey with KVV as they embrace the Fourth Industrial Revolution."

Across social media, web and mobile development, CRM and paid media, Techsys can leverage its strength in the digital space to produce impressive outcomes. KVV Marketing Executive Liandra Kotze' commented "KVV is celebrating its 100-year anniversary this year and we are excited about partnering with Techsys who are experts in digital engagement, to help blend our quality heritage with cutting edge digital technology and CRM innovation strategies."

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