

Promise takes five Pendoring Awards

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Promise has won five Pendoring awards for client CNA's "Box of Inspiration" campaign.



Roughly 600 Afrikaners moved to desolate Patagonia in Argentina in the early 1900's after the Boer's overwhelming defeat to the British in the Anglo-Boer War.

They have been largely isolated from their culture yet at the same time have managed to maintain their heritage.

Promise created the "CNA Box of Inspiration" filled with Afrikaans reading material, music and other content to reconnect this community with its roots. The material was sent to the community with the campaign tying into CNA's positioning "Your World, Inspired". The campaign was flighted on KYKnet and amplified through social media channels.

2 x Gold and 3 x Silver awards were won for the campaign, which can be viewed [here](#):

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