

Avatar is Barloworld's new media agency

Barloworld Equipment has appointed Avatar Agency Group as its new media planning and buying agency of record. The agency's media division, Avatar Media Agency, will handle the account, working closely with Barloworld Equipment's existing agencies to create awareness of the brand.

Avatar will oversee the management of Barloworld Equipment's advertising material across various media platforms such as print and radio in African countries including but not limited to Angola, Botswana, Mozambique, Zambia and South Africa. The agency will also conduct media habits studies, monitor communication campaigns and tracking studies to ensure insight-driven media execution.

Dr Samantha Swanepoel, Barloworld Equipment chief experience officer said that they are excited to partner with Avatar and look forward to working with the agency to achieve the group's brand objectives.

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