Grey Africa announced as Rand Merchant Bank (RMB) advertising agency

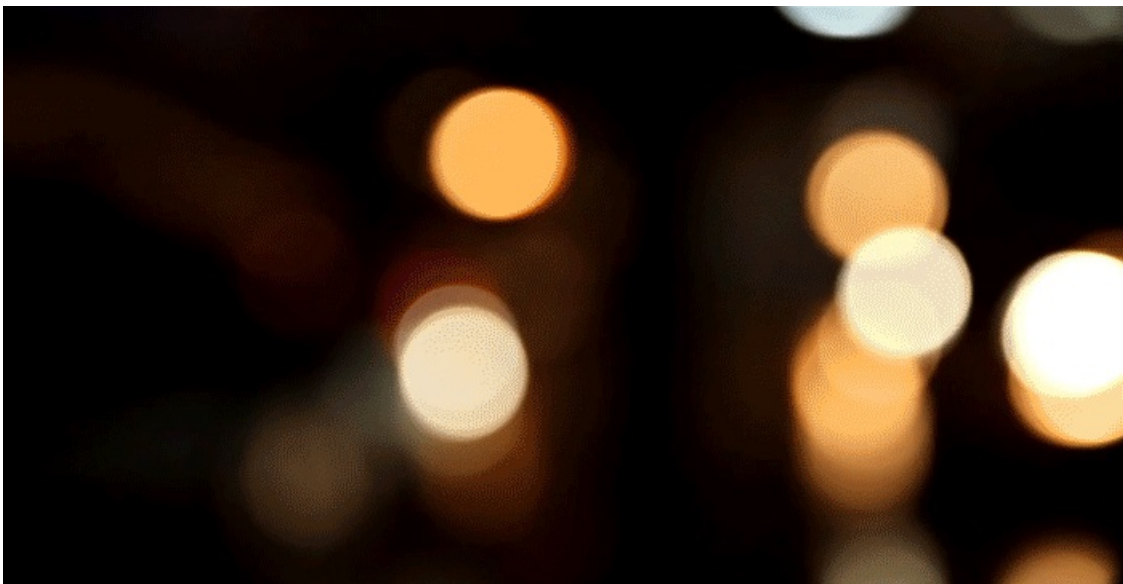Issued by Grey Africa   21 Jan 2022

Grey Advertising Africa has announced that it will serve as new creative agency for Rand Merchant Bank (RMB), the corporate and investment arm of FirstRand Bank Limited. The agency will be responsible for developing creative and strategic work across media and partnership platforms. Grey will work alongside RMB's existing digital, brand and media partner agencies.

"The strong values on which RMB was built drive our business, as does our constant pursuit of innovation. Grey share a similar value set, with a passion for creativity and commerciality and bring diverse capabilities that will energise and bring to life our brand promise of Traditional Values. Innovative Ideas," says RMB chief marketing officer, Alison Badenhorst.

"The Grey team is thrilled to be working with this iconic brand. We share the same ambition around the role creativity and innovation play in driving growth for the RMB brand and business," says Paul Jackson, Grey Africa's chief executive officer.

"As we learned more about the RMB culture, values and collaborative spirit, it became clear that RMB was different from other corporate and investment banks. We can't wait to get started," Jackson concludes.

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Grey Africa

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