

Promise consulting division continues growth path

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Promise established its consulting division in 2017 with a view to provide its clients with digital transformation, business and technology to market strategies that will ensure their success. The agency is currently deploying advanced projects for blue-chip clients in the financial services, construction materials and technical solutions sectors.



James Moffatt, CEO at Promise, notes: "Whilst we acknowledge the fact that management consulting firms such as Accenture, McKinsey, KPMG and Deloitte are encroaching into the marketing communications space, we don't consider the establishment of our division as a rebuttal to this development. We've been focused on diversification for the past several years and this division is a natural extension to our diversification strategy."

Moffatt continues: "We are marrying the power of creativity and ideas with business strategy, to provide our clients with disruptive means to position themselves in the market, as well as define how they deliver their products and services. Our clients are experiencing uniquely creative business solutions that are not a cut and paste from

the traditional management consulting playbook. We are becoming trusted advisors solving multiple client challenges, not just those within the marketing communications landscape."

The agency anticipates strong growth from its consulting division in the coming year.

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