

# A merging of minds

Issued by [ATKASA - Digital Agency](#)

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ATKASA Digital Agency, with an inherent ethos of collaboration, are enormously proud to announce their partnership with Durban-based through-the-line agency, Initiative. As a direct result of this newly forged partnership both agencies are perfectly poised to offer their respective clients a truly three-sixty-degree marketing solution.

Initiative, currently a level 1 BBEEE organisation, was founded some 35 years ago and remains one of South Africa's longest-standing independent advertising and marketing agencies. Their team of 27 professionals provide the full gamut of marketing services: marketing strategy; media strategy, planning and purchasing; photography, videography; video and multimedia production including animation and boasting a procurement department that can source items extending from the mundane to the exotic. Initiative have worked with leading multinational and national brands ranging from beauty, nutrition, food, medical, snacks, financial services, fashion, consumer goods, electrical appliances, as well as equipment for the mining and industrial sectors.

Says ATKASA Managing Director, Leon Marinus, "We have been working with Initiative for quite some time and have found a synergy that works enormously well for both organisations, and more importantly, for our clients. Through this cooperative approach we have accomplished so much more than we ever dreamed possible – the adage two heads are better than one has certainly held true in this instance. It felt like a natural progression to formalise the relationship."

Clients looking for an innovative, data-driven, creative marketing mix are now able to access class-leading expertise in the form of ATKASA and Initiative – ultimately delivering a through-the-line offering, ensuring all clients' business' dovetails to guarantee single-minded, cohesive messaging.

Adds Liz Beare, Managing Director of Initiative, "We're in the business of creating, building and growing the brands in our care. Many of our clients required the digital expertise that ATKASA were renowned for. Having worked as a team for many months and having seen the results delivered to our respective clients, we felt very comfortable that this was a win-win situation for both agencies."

The new partnership will become effective from 28 May 2019 with both agencies retaining their individual brand names and identities.

For more on how this partnership can be of benefit to you, contact Leon Marinus on [leon@atkasa.com](mailto:leon@atkasa.com) or Trevor Olive on [trevor@initiativesa.co.za](mailto:trevor@initiativesa.co.za).

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