

## Smollan acquires majority stake in Elevator

Retail solutions company Smollan plans to increase its retail marketing service capabilities following its acquisition of a majority stake in below-the-line agency Elevator. Through the acquisition, Smollan will have access to Elevator's experiential, activation, digital and employee engagement expertise.

Elevator has a 50+ staff headcount with offices in Johannesburg, Cape Town and Durban and its client list includes Cell C, Lipton Ice Tea, Chevron, Pernod Ricard and Standard Bank.

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