

RADAR's business wins

RADAR has won the Cash Converter's account. The agency has been given a through-the-line mandate to manage the full scope of work for the brand.

RADAR has also been appointed to develop the new corporate identity for footwear brand, Espadril; and work on design, BTL and events/activations for William Lawson whisky.

Finally, the agency has also been briefed on a new project that includes the design and engagement work for John Dewar's & Sons' "The Last Great Malts of Scotland" launch campaign.

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