

# New digital accounts for Liquorice, RedInk

In digital/social media agency appointments, [Liquorice](#) has secured 12 more drinks brands from [Distell](#) and [RedInk Multimedia](#) has won the [Altech Autopage](#) account.



Following a competitive pitch, Liquorice was awarded the brands Pongrácz, Two Oceans, Richelieu, Drostdy-Hof, Chateau Libertas, Scottish Leader, Van Ryn's, Viceroy, Collison's, Black Bottle, Bunnahabhain and Gordon's. Key services will include digital strategy, website development, social media, online campaigns and mobile marketing.

Liquorice already works on several other accounts within the group including Amarula and Nederburg.

## "Digital is an optimum medium"

"Liquorice is a specialist agency with insight into how people engage online and their strategic thinking will help us to engage with our consumers in the digital and social space," says Sean Hidden, digital media manager. "This is a key step in driving the growth of our brands."

Miles Murphy, managing partner of Liquorice, added, "We are looking forward to growing these brands in the digital space. Digital is an optimum medium for enabling marketers to derive greater engagement."

For more, go to the [Liquorice Facebook page](#).

## New digital persona for Autopage

RedInk will handle PR, social media and online reputation with its focus on establishing and managing an effective social media presence for Autopage. It will be handling the task of communicating with industry stakeholders and creating a digital persona on social media for the group.



It aims to use the social networks as a transparent, open and chatty communications tool via which customers can relate directly to their service provider, have their queries and concerns addressed in real-time and be informed about great product offerings.



"This is an innovative client that has brought best-of-breed systems and companies on board to affect real change to its customers and its brand, which is refreshing in this business. We look forward to having a positive influence on its bottom line, but mostly on the people who trust the group to keep them connected to their lives," says RedInk Multimedia MD, Daniella Louw.

For more, go to the [Altech Autopage Facebook page](#) or follow [@altech\\_autopage](#) on Twitter.