

# LexisNexis uncovers its value proposition with Boomtown

Issued by [Boomtown](#)

30 Mar 2017

Boomtown has been briefed by LexisNexis South Africa, to develop a unified brand value proposition and to develop a strategic plan to take it to market.

In November 2015, LexisNexis South Africa, part of RELX Group, acquired Korbitec from the Naspers Group, and established LexisNexis South Africa as the leader in conveyancing solutions in the local legal market.

“With our acquisition, and the merging of organisations into one, it is important for us to establish the right brand within South Africa in order to add value to all our stakeholders,” remarks Thabo Molefe, LexisNexis South Africa Commercial Director.

“We have been working behind the scenes researching and strategising for a number of months,” adds Boomtown MD Andrew MacKenzie. “We’re all about allowing our people and clients to realise their possibility. And through our in-depth research when it’s time to roll out the proposition to market, LexisNexis will be another brand we’ve helped do just that.”

LexisNexis South Africa stakeholders will begin seeing the evolved value proposition in 2017.

- **Firdous Osman joins Boomtown as MD** 9 Feb 2024
- **Boomtown graphic designer makes it a hat-trick for *Brands & Branding*** 31 Oct 2023
- **Boomtown Johannesburg wins first gold Loerie** 12 Oct 2023
- **Bokomo launches TVC amid evolved brand positioning** 18 Aug 2023
- **Out of the mouths of interns** 19 Jul 2023

## Boomtown



We are an independent strategic brand agency that specialises in creative brand design, integrated communications, and digital marketing.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>