

Ninety9cents lands Capitec, sees 43% growth y/y

 By Herman Manson: @marklives

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Cape Town headquartered agency, [ninety9cents](#), has landed the ATL [Capitec](#) account* - probably the most exciting banking brand any agency can hope to work on. Capitec, it's estimated, spends R80-R100 million on advertising through a year.

The account win follows a financially sound year for the agency in which it grew revenue by 43% year on year - the second year revenue growth has exceeded 40%. Revenue now stands at around R59 million.

Andrew Brand, MD of ninety9cents, says Capitec is a perfect fit for the agency, which has extensive retail experience through its work with Checkers and Ackermans. Carl Fischer, Head Executive of Marketing and Corporate Affairs at Capitec, is on record as saying "We do not think like bankers. We think like retailers."

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* The Capitec account was formerly managed on a project basis by 140 BBDO and its MD, Eric D'Oliveira, says the two parties finally separated on mutual agreement. No staff is being retrenched.

ABOUT HERMAN MANSON: @MARKLIVES

The inaugural Vodacom Social Media Journalist of the Year in 2011, Herman Manson (@marklives) is a business journalist and media commentator who edits industry news site www.marklives.com. His writing has appeared in newspapers and magazines locally and abroad, including Bizcommunity.com. He also co-founded *Brand* magazine. [View my profile and articles...](#)

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