

## Two new business wins at Pump

The Pump Brand Centre have been selected to work with Fresh Culture Café on the launch of an exciting new innovation in the beverage category, which is to be launched soon. Their task is to build a new brand from the ground up, from the strategic positioning and naming of the brand, through to the design identity and communication campaign.

They are also excited to announce that they are now partnering with The Wild Bird Trust, focusing in particular on the Cape Parrot Project. As the names suggests, the project aims to conserve the Cape Parrot, a species which is under severe threat in the Eastern Cape. They aim to introduce innovative and effective work that will help raise awareness and financial support for the project nationally.

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