

# Igniting new growth for clients

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Ignite Joe Public has had a flaming start to the second quarter of the year with four new business wins. Three of these exciting four wins include brands under the Adcock Ingram umbrella; *Natrodale* - a multivitamin range, *GynaGuard* - a feminine hygiene product, as well as Adcock Ingram's *Critical Care* - a key supplier in the health care division.



"We are truly proud of these new partnerships, because we are aligned with clients who value growth at the level we do. It's hard working creativity, and often, on a budget, which ignites real tangible and strategic growth. These wins demonstrate the through-the-line solutions that Ignite Joe Public offer, including ATL, activations, launch events and in-store creative," said Ursula McDonald, Managing Partner. The creative all works seamlessly off a strong, insight-driven, big idea.

"We were really impressed by the level of thinking and consideration that Ignite demonstrated. The creative detail and business understanding made them an obvious choice," said Zweleletu Bashman, Marketing Director, Critical Care, Adcock Ingram.

The fourth new business win is an exciting project for client Population Services International (PSI). The project is still within its pilot phase and Ignite have been tasked with finding creative solutions to take the project to market. "Working with PSI allows us to have a heavy focus on community engagement and care. Our creative campaign will need to affect real behaviour change. We are delighted to use both our strategic and creative thinking to impact the growth of Africa and our client when we launch," concluded McDonald.

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