

# MACHINE on a steady acquisition drive

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MACHINE, the award-winning integrated below-the-line agency, recently acquired the digital accounts for Appletiser, Citroen and Tiger Brand Beverages, as well as the full through-the-line accounts for ADDIS and Habitat for Humanity.

"We are extremely happy with the new business generated since our agency consolidation earlier in the year," commented Tom Fels, Deputy MD MACHINE. "The trust placed in us by these leading brands reflects our own belief that we have hit the mark with a uniquely integrated set of specialist skills that are highly relevant in the marketplace. We look forward to nurturing these relationships in the year ahead."

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Machine\_ is a creative solutions agency represented across Cape Town, Johannesburg and Durban, and is home to over 75 adventurous minds.

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