

A SHARED DESIRE TO DO TRULY GREAT WORK

Discovery appoints MetropolitanRepublic as agency of record

JOHANNESBURG, GAUTENG, SOUTH AFRICA, December 7, 2017 /EINPresswire.com/ -- [Discovery](#) has appointed integrated communications agency [MetropolitanRepublic](#) as its agency of record across its South African operation. This decision comes after years of the financial services company had been using a multiple-agency model to drive its marketing operations.

The logo for MetropolitanRepublic, featuring the company name in a bold, white, sans-serif font against a solid black rectangular background.

MetropolitanRepublic CEO, Alison Deeb, says the appointment is a great honour for the agency. “We did not win the account in the traditional way. Discovery hadn’t worked with a dedicated agency for many years, but rather chose to partner with a few agencies on their respective brands.”

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In October 2016, MetropolitanRepublic was invited to pitch on a Discovery project, along with three other agencies. “After a number of iterations, we were awarded the Discovery broadcast sponsorship campaigns for the English Premier League and Sky Sports sponsorship” adds Deeb.

MetropolitanRepublic shot the commercials in Italy and Johannesburg, which featured Discovery Vitality brand ambassador, Olympic athlete and football fan, Wayde van Niekerk. It charted his journey from toddler to global superstar, showing how he has always harboured a deep love for the beautiful game, and in particular, the English Premier

League.

Deeb says the experience was positive for both Discovery and MetropolitanRepublic. “It was after this work that Discovery decided to appoint us as its agency of choice. They loved our work and work ethic, and saw us as the right creative partner.”

Discovery Chief Marketing Officer, Dinesh Govender, concurs, “We are thrilled to be working with MetropolitanRepublic to continue to build the Discovery brand.”

The partnership presents an incredible opportunity for MetropolitanRepublic. Discovery challenges the status quo and disrupts every category it operates in. Their shared-value business model focusses on creating a healthier South African society, which it facilitates by rewarding healthy

behaviour.

The MetropolitanRepublic and Discovery teams share a desire to create truly great work. “The appointment means we will be servicing Discovery’s entire portfolio, including Health, Life, Invest, Insure and Vitality. And of course, the much-anticipated launch of Discovery Bank, for which the agency is geared up.

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