

# Ignite Joe Public wins Tempest Car Hire

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Ignite Joe Public has recently been appointed as the communication agency for Tempest Car Hire. The agency will be igniting the car hire brand with activations, promotions as well as internal communications and ATL with immediate effect.



Leslie Matthews, CEO, Tempest Car Hire said Ignite Joe Public had a real intrinsic understanding of their business needs and what Tempest wants to achieve. "We felt the team had really listened to our challenges and goals. We are looking forward to producing some great work with the team and implementing creative ideas that will shake up the car rental

industry."

Tempest's marketing and commercial director, Mellindree Narayanasami added. "With the appointment of Ignite Joe Public as our communications agency, it is an exciting time for the Tempest Car Hire brand. In the extremely competitive environment in which we operate, alignment with fellow brands, which illustrate dedication to innovation, is important in defining our competitive advantage. We look forward to working together with Ignite Joe Public to grow the Tempest Car Hire Brand."

"We are excited to be breathing new life into this iconic South African brand with some fresh thinking that will make a real difference to their business," concludes MD, Tiaan van Jaarsveldt.

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