

# Havas Worldwide Johannesburg has exciting plans for Nativa partnership

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Havas Worldwide Johannesburg is excited to announce that it has retained its business partnership with leading health-care solutions provider Nativa.



Ursula McAlpine

Beverley Jones, Business Unit Director for Havas Worldwide Johannesburg explains that the agency will continue working on Nativas' Venavine, Vigro, OsteoEze, JointEze, and Linctagon products. "We will continue to work in partnership with the client to take its much-loved consumer brands to the next level," she says.

Aadil Kalla, Nativa CEO, says it is refreshing to work with an agency like Havas. "The agency constantly challenges our thinking. They are the driving force behind the discovery of unique and innovative ways for us to reach, and really connect with, our customers," he explains.

"Our in depth understanding of the clients' business and industry has allowed us to retain the account. I believe that our integrated business model allows us to consider the brands' needs from a multi-disciplinary perspective, adding value for our client," explains Havas Worldwide Johannesburg Group MD, Ursula McAlpine. "We look forward to a continued successful partnership, as well as developing new and exciting campaigns around Nativas' flagship products."

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