

# Igniting a partnership with Knorr

Issued by [Joe Public](#)

1 Oct 2014

Ignite Joe Public has recently been awarded the Knorr Soup business. The below-the-line specialist agency has been awarded the business as part of Knorr's long-term strategy to redefine its role within the soup category.



[click to enlarge](#)

Ignite aims to create something that will revitalise the market across 17 of the brands variants through in-store promotions, activations and promotional touch points.

"As a market leader, Knorr was looking for an agency to step change the soups category. We are truly delighted to have been selected to partner with the brand and create ignition thinking that delivers on the brands business objectives," says Tiaan van Jaarsveldt, MD Ignite.

"We really liked Ignite's forward and fresh thinking. It's just what we are looking for to grow the brand," said Vuyo Henda, Brand Manager Knorr Soups. "It's about looking to where we want to be in three years time", added Conrad Shezi, Brand Building Director Savoury and Dressings, "we feel that Ignite is the right partner to get us there."

" **SheBeen campaign reimagines women's safety in taverns** 21 May 2024

" **Chicken Licken gives you the trick to make your family proud** 16 Apr 2024

" **Joe Public voted SA's Best Agency To Work For** 5 Apr 2024

" **When love is tough, Love Me Tender** 15 Feb 2024

" **Joe Public awarded overall Agency of the Year at the 2023 Financial Mail AdFocus Awards** 29 Nov 2023

**Joe Public**



We are a 100% independent and proudly South African integrated brand and communication group, with a philosophy grounded in the purpose of growth.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>