

# Rogerwilco signs Red Bull, wins three Assegai Awards

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Rogerwilco, the digital marketing agency previously known as 2Stroke, has been appointed to conduct search engine optimisation work for Red Bull South Africa.



The new account win comes days after Rogerwilco won three awards at the 2014 Assegai Awards for SEO campaigns on behalf of Direct Axis, Genesis Medical Scheme and home loan originator ooba.

Charlie Stewart, Rogerwilco CEO, said: "To be appointed to handle SEO for a company that's widely revered as one of the world's best exponents of content marketing, is testament to the amazing skills the Rogerwilco team possesses.

"These skills helped us dominate the SEO category at the Assegais and, coming on top of the Gold PRISM we received earlier this year for content marketing and the Bookmark for organic search in last year's DMMA (now IAB) awards, cement our position as South Africa's leading SEO consultancy."

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## Rogerwilco



Rogerwilco is a multi-award winning, independently owned end-to-end digital customer experience agency. We exist to remove the friction in brands' digital engagement with their audiences, no matter the channel or touchpoint.

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