

Levergy shows its vorsprung

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After finalising terms on their partnership with Cricket South Africa and the Proteas, Audi South Africa have appointed Johannesburg based sponsorship agency Levergy to leverage the sponsorship over the three-year term.

Following a competitive pitch process, the agency has been given the green light to activate the partnership beginning with the incoming tour of New Zealand in August. This represents a major coup for the young agency, which was founded just three years ago.



Clint Paterson, Levergy CEO expressed his excitement at the appointment: "To be awarded the Audi account is a great win for us, and further validates our approach to sponsorship. We believe we offer something different and our thinking obviously resonated with the team at Audi. It's a great brand and a great bunch of people to work with, and we're also excited to be working with a great rights holder in Cricket South Africa."

"What impressed us most about Levergy was the effort taken to understand the Audi brand, what we're about and how we can best leverage our newly formed partnership with the Proteas. True to Audi's progressive spirit, the team has developed an innovative and robust strategy with leveraging components that we're sure will add value to the cricket fan's experience across all platforms," said Esther Francis, Marketing Communications Manager at Audi South Africa.

Audi's partnership with CSA and the Proteas is set to run through to 2017 and extends across all three formats of the game.

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Levergy is a leading sport and entertainment communications agency based in Johannesburg.

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