

WPP team Unilever/Africa look on the sunny side

Issued by [The Hardy Boys](#)

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Integrated WPP team wins Sunlight business across Africa

WPP has been awarded the stewardship and activation of the Sunlight brand across Africa following a competitive pitch process. Sunlight is the second-largest FMCG brand in Africa, after Coca-Cola.

WPP Team Unilever/Africa offered a simple, integrated solution drawing on strengths from J. Walter Thompson, Ogilvy, The Hardy Boys and Scanad. The pitch was led by Dale Tomlinson, founder and CEO of The Hardy Boys.

Going forward, WPP Team Sunlight will provide access to talent from across WPP companies, including Kantar, Barrows, Mindshare, TMARC, Smollan and other speciality teams.

Mark Read, WPP Chief Operating Officer, said: "Reflecting WPP's global approach for Unilever, WPP Team Sunlight is a simple solution that embraces people from different agencies, markets and areas of speciality to produce the most creative and effective work for the client. We are delighted to have been entrusted with the stewardship of this iconic brand across the African continent."

"It's awesome to see the camaraderie and the collaborative effort that's gone into WPP Team Sunlight. It truly is the working model of the future, and we look forward to 'painting Africa yellow' with this great brand," said Alistair Mokoena, CEO of Ogilvy South Africa.

Sue Napier, MD of JWT/The Hardy Boys, commented: "This pitch truly saw the best, most experienced and talented minds within the WPP group coming together in a spirit of collaboration and partnership, to solve a very complex challenge for the Sunlight brand in Africa.

"It was an inspiration to work side by side with the best that WPP has to offer. As a result, we were able to demonstrate not only the breadth and depth of WPP's capability and experience, but also the extent of our insight into the African continent."

Keep on the lookout for the big idea, yet to be revealed – updates to follow.

" The Hardy Boys promotes Taweni Gondwe-Xaba to managing director " 12 Jun 2023

" The Hardy Boys sign MOU to support KZN Children's Hospital refurbishment " 26 Oct 2022

" The Hardy Boys help 'senior pawfessionals' nab the job of a lifetime " 19 Sep 2022

" The Hardy Boys fly the Durban flag as only KZN agency to feature in Kantar's Top 10 adverts " 27 Jun 2022

" The Hardy Boys, solving creative mysteries since 1994 " 29 Oct 2019

The Hardy Boys



The Hardy Boys.

We're a group of idea generators, strategic thinkers and passionate problem solvers who, since 1994, have been helping brands find their voice.

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