

Wunderman Thompson SA wins BCX lead agency account

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Wunderman Thompson South Africa is proud to announce that it has been awarded the full-service lead agency account for BCX, Telkom's B2B business. This includes advertising, digital, CRM, PR culture change management and sales enablement. The award was made after an extensive competitive pitch process, including some of the best agencies in South Africa.

Agency CEO Miles Murphy commented: "We are over the moon on this win and honoured to be working with such a forward-thinking technology business. BCX has asked us to help them embark on their journey of customer-focused strategy and digital transformation. This challenge of digital transformation in a quickly changing business landscape is one that we are helping many of our other clients navigate and win at."

The RFP took the shape of an increasingly fresh approach. Through the pitch process, BCX has consolidated the number of agency suppliers into a single lead agency to improve efficiencies and deliver a more consistent and powerful message to the consumer.

Mandisa Ntloko-Petersen, BCX chief marketing officer, added: "One of the key requirements on the account will be to implement what has become an increasingly specialised B2B marketing strategy in the form of account-based marketing. An agency needs to appreciate the interplay and relationship between marketing and sales teams and the role that technology solutions, marketing stacks and content play in such a strategy. Wunderman Thompson SA is perfectly suited to this delivery – its capabilities as part-creative, part -consultancy and part-tech firm will be instrumental in helping BCX achieve its vision."



Miles Murphy

Murphy expressed: "BCX's forward-thinking approach to B2B marketing is going to make all the difference, not just for BCX, but for all its clients too. They are themselves practising what they preach, and the benefit of that, ultimately, will be their own clients' growth."



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BCX is the ICT converged solutions business within the broader Telkom Group (roots lie in Business Connexion, founded in 1996 and acquired by Telkom in 2015). They service businesses from startups to JSE-listed enterprises and international corporations.

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