

# OLC 20slayteen: Fast-growing agency won't stop its go

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2018 started with a resounding bang for Offlimit Communications (OLC). The agency had an incredibly successful run in 2017, expanding its client base, acquiring larger office space and growing the staff complement - all while churning out groundbreaking campaigns.



*Jerome Cohen, OLC Managing Director*



*Huawei P20 launch*

The first quarter of 2018 proved to be a continuation of the ascension of the BTL agency to a TTL agency with a genuine 360° offering. Over the years the agency has managed to secure and retain global powerhouse brands that include Coca-Cola company, which in 2018, marked a seven-year collaborative relationship.

In the first few weeks of 2018, OLC started the unprecedented winning streak which culminated in the agency sitting with brands such as pharmaceutical giant AMKA's Sta-Sof-Fro and Stylin Dredz' accounts. Most recently, Discovery Health and Robert Bosch Automotive appointed OLC as their agency, responsible for activation executions. In 2018 OLC has also managed to retain relationships with brands such as Blue Ribbon, Old Mutual, Powerplay, Huawei and multiple brands under the Pernod Ricard stable.

"We have always had a great vision for the business and have actively approached every brief with a fresh outlook, striving to push boundaries. This year has been unprecedented in terms of how much work has come in, and if this first half is a sign of things to come - 2018 is set to be a world-class year," commented OLC Managing Director Jerome Cohen.

With offices in both Johannesburg and Cape Town, the agency recently expanded its core business offering to include a specialised promoter division as well as a PR, social media and a talent management leg.

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