

# Boomtown's award winning success

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In light of the recent international Circle of Excellence award win and being a Cannes finalist, Boomtown Strategic Brand Agency has once again proven to be a fierce competitor in the industry by winning a Diamond PMR Africa (Professional Management Review) award at the Eastern Cape Province leaders and achievers awards breakfast. This award secured the 1st overall spot for excellence in advertising, becoming the 7th consecutive year for Boomtown winning a PMR award.



The PMR awards represent competitiveness, excellence, leadership, customer service and satisfaction which are a true reflection of Boomtown's culture. The winners are selected through a careful process where surveys are done on a number of respondents in the Eastern Cape including; CEO's, MD's, business owners and industry leaders who were asked to rate institutions, companies, departments and individuals against specific criteria, who are not allowed to enter themselves but are solely reliant on nomination by their peers. The survey measures economic growth, development of the region, and levels of innovation and the rating given to companies are purely on respondent's perception.

"Of all our awards this last year, we are exceptionally proud of this one. Being recognized so highly by our fellow Eastern Cape business colleagues, partners and clients is very humbling. We look forward to continually raising the bar for 2012/13.", said Wayne Harrison, Boomtown's MD

With 18 years of industry experience, offices in both Port Elizabeth and Johannesburg, and a staff compliment of 57, Boomtown is living proof of the AdReview 2012 recognition as one of SA's top agencies.

- **Firdous Osman joins Boomtown as MD** 9 Feb 2024
- **Boomtown graphic designer makes it a hat-trick for *Brands & Branding*** 31 Oct 2023
- **Boomtown Johannesburg wins first gold Loerie** 12 Oct 2023
- **Bokomo launches TVC amid evolved brand positioning** 18 Aug 2023
- **Out of the mouths of interns** 19 Jul 2023

## Boomtown



We are an independent strategic brand agency that specialises in creative brand design, integrated communications, and digital marketing.

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