

PRESS RELEASE

For immediate release

In Touch Media pledges to grow brands (and trees) with their fresh new look

23 March 2018, Cape Town - Specialist Out of Home (OOH) advertising agency, In Touch Media is sporting a brand-new look. The rebrand comes after switching to an advertising agency-model two years ago, and gives the company a fresher, more professional and modern corporate image.

To celebrate their new corporate identity, taking inspiration from the eco-friendly influence and colour palette, In Touch Media have pledged to support the South African Reforestation Trust by purchasing a tree for each signed Media Schedule received during the Fiscal Year which started on 1 March 2018. These trees will be planted at the Women Presidents' Organization (WPO) Plant a Forest site on the Klein River Cheese Farm near Stanford in the Western Cape. This site forms part of the SA Reforestation Trust's mission to enhance the biodiversity in areas of the Cape by planting forests of locally occurring indigenous trees to rehabilitate the areas and positively impact the environment.

"Now that we are a fully-fledged agency, having spent the past two years adapting to the change over, we thought that it was the perfect time to reposition ourselves," says Margie Carr, Managing Director of In Touch Media. "Along with the tree in our branding, we conceptualised the slogan "Growing Brands" and decided that it would be nice to give back to the environment at the same time and leave a living legacy for each new client campaign we sign up during the year."

The new corporate identity was designed by Maxine Montgomery of One Creative Design. The inspiration for the new corporate identity came from In Touch Media's team workshop at the end of 2017, where the team realised that as a specialist Out of Home advertising agency contributing to the growth of brands and the industry, they needed to reflect this in their own branding and corporate communication. The value and strategic importance that Out of Home provides brand growth and stature is mirrored in the new icon for In Touch Media.

"Our new look reflects the professionalism and quality service that our clients and suppliers have come to expect from all our team members. Our brief to Maxine was to create something young, fresh and modern, with an eco-conscious edge, and we are thrilled with the result," adds Carr.

As a specialist OOH Advertising Agency, operating in South Africa and the rest of Africa, In Touch Media provides tailored Out of Home solutions for our clients, supported by strategic, research-based insights, from the inception to the completion of a campaign.

For more information about In Touch Media, visit www.intouchmedia.co.za or follow them on Facebook (@intouchmediaagency). If you would like to find out more about the South African Reforestation Trust visit <https://saforesttrust.com/home/women-presidents-organization/> or follow WPO Plant a Forest on Facebook (@WPOPlantAForest).

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Issued on behalf of In Touch Media

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