

NANDO'S ANNOUNCES NEW DIGITAL AGENCY

Nando's Australia has partnered with digital agency, Gee Multimedia, to extend its online footprint.

National PR Manager, Jacinta Cavalot said: "In 2009, we dipped a toe in the large pool of water that is the online world and it proved a successful endeavour for us. It makes sense for us to play in the same space where our core target market live and breathe."

So for Nando's, the opportunities in emerging media and technologies is not simply a knee-jerk reaction to current social trends.

"We've always seen our brand as something personal to the consumer. You see this in the way we communicate, from visuals to language.

"Therefore, keeping in touch with our customers through the more personalised forums that social networking and emerging media provides, is a natural and logical fit in our customer relations program," she said.

"We're also well known for our topical commentary advertising and being able to get the message out while the topic is still in the media is imperative to this strategy.

"This is of course a great challenge; in some cases we've had a radio campaign up and running in four hours of a story breaking.

"Many agencies simply aren't equipped to be able to respond to this fast pace and so we knew when we started looking for a new digital agency they needed to be not only nimble but energetic. Gee Multimedia fit the bill," she said.

Recognised for their reliability and fast response coupled with a dynamic and innovative approach to emerging communication channels, Gee was confidently engaged by Nando's to work on the brand. They will work with Nando's creative agency, The Sphere Agency, to bring campaigns to life online to reach a target market that is hungry for more digital fun and interaction.

With creative guidance from The Sphere Agency and Gee's experience in execution and quality delivery of online campaigns, Nando's is excited about the future online and the development of a suite of communication strategies and messages for Australia's spiciest restaurant brand.

Watch this space : www.nandos.com.au