

Y-Brand Appointed as a Lead Agency by United National Breweries (UNB)

February 2022



United National Breweries (UNB) appointed the agency to oversee all their brand's activities and the communications channels used to promote their brand. The agency's responsibility ranges from designing marketing strategies and executing promotional messages including the launch of the organisation's website.

UNB is the leading manufacturer of Traditional African Sorghum Beer (Umqombothi) in South Africa. Umqombothi is the core business of UNB.

The business also has other smaller brands such as Mageu.

The Main UNB Brands are:

- Chibuku;
- Leopard;
- Ijuba;
- Thlokwe.

Y-Brand's Mission Statement:

To provide an innovative and effective integrated brand marketing solution which helps our clients grow their business and realise their marketing goals.