

Whittaker's Appoints Bastion Shine As New Advertising Agency Following A Competitive Pitch

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J.H Whittaker & Sons has appointed Bastion Shine as the company's integrated advertising and communications partner, following a highly competitive pitch process.

Whittaker's is one of New Zealand's most loved and iconic brands. They have been crafting New Zealand's finest chocolate since 1896 and are winners of New Zealand's Most Trusted Brand for the last 12 years running.

Co-chief operating officers Holly and Matt Whittaker say the family-owned chocolate company is delighted to appoint Bastion Shine as its integrated advertising and communications partner following a competitive pitch process: "We believe in long-term partnerships, and have been

impressed by the people and quality of creative and strategic thinking from the Bastion Shine team. We believe they will be a great fit with the Whittaker's culture and that they are the right partner to deliver on our vision of the world loving world-class chocolate from Porirua."

Says Jodi Willocks, managing director, Bastion Shine Wellington: "The team at Whittaker's are passionate about creating chocolate of uncompromising quality all the way from bean to bar. Having the opportunity to partner with a local business that is committed to quality in everything they do was a huge motivator for us. We're delighted to add such a well-loved brand to our Wellington client roster, and to be working with a group of people as committed to enduring partnerships as we are."

The Whittaker's NZ partnership is the latest in a string of client and project wins for Bastion Shine Wellington, since launching its unique offering in the capital in September last year.

Tags: Whittaker's, Shine, Advertising, Competitive