

Tozer Marketing &
Events rebrands as

iKON
360° MARKETING



Marketing and Events start up, Tozer M&E has rebranded to **iKON 360 Marketing** to closer align with the company's vision for the future.

Johannesburg, 22 July 2019: Over the past 6 years, Tozer M&E has built and delivered a wide series of very successful events and marketing campaigns to its customers. With a grounded approach to every project and with a team that is ready to deliver, no matter what it takes, Tozer M&E has managed to wow clients and uplift brands ranging from Autodesk to Plantronics.

Today, the company is proud to unveil its new name, one that will more accurately align the business brand with its future vision. It will also allow the company to step away from under the wings of partner company Tozer Advertising, as an independent, full-service agency. **Say hello to iKON 360.**

"As Tozer M&E we have enjoyed impressive growth over the last few years. I am particularly grateful to our clients who have allowed us to grow with them," says Inken Gartrell, MD, at iKON 360. "Our new name, iKON 360, was introduced to more accurately resemble the company's vision and plans for the future."

With more than 15 years' experience in event management field and digital marketing space, **iKON 360** will retain the team that led to its success but will now deliver a broader suite of offerings to service its clients. **"Nothing is changing from an operations perspective,"** says Gartrell, **"we are a small team of 5 with specialists at our fingertips to manage the business demand. Now we're just stepping things up a notch."**

While **iKON 360** has a rich heritage as a marketing and events firm, this rebranding will see the company take on bigger and bolder projects to wow their clients not just in South Africa, but also throughout the African continent.

As the Lead agency for Autodesk in Africa, **iKON 360** is no stranger to the demanding requirements that a cross-continent agency faces. Thanks to its in-house expertise capable of delivering a wide range of marketing services, **iKON 360** is now a one-stop-shop for any marketing and eventing requirements working with in-country experts and partner agencies.

iKON 360 has also been recently appointed as the local agency for Poly SA (Plantronics & Polycom) as well as working closely with Headset Solutions and Trenic Industries just to name a few.

For Gartrell and her team, ensuring their customers are taken care of, no matter the need, has always been their top priority. The willingness to go above and beyond the call of duty is what keeps the team in top shape. With its new branding launched, expect to see a whole lot more from this marketing and events firm in the near future.

About iKON 360

iKON 360 is a Johannesburg based Marketing and Events business with clients ranging from IT to retail.

The company was founded in 2013 and today sports a staff compliment of 5 catering to everything from Account management, Content Creating, PR, Strategy Development and Digital Marketing.

iKON 360's aim is to continually be experts in their field.

iKON 360 budgets, designs, sources, contracts, produces and execute programs to provide a creative, memorable and bespoke experiences. The team consists of marketing specialists that are focused on exceeding expectations and goals, while delivering an excellent return on investment.



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