

Yamaha Pro Audio assigns its creative duties to Connect Digital

Account won post a multi-agency pitch

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Yamaha Pro Audio has announced the appointment of Connect Digital for its social networking services (SNS) creative duties.

The agency will be responsible for designing concepts and creative collateral for all social media channels of the brand.

Furthermore, Connect Digital will amplify the brand's presence by shaping the its communication journey with an aim to grow in the digital ecosystem.

The account was won post a multi-agency pitch and will be handled by Connect Digital's Gurugram office.

Harisha GN, business head - marketing and sales, Yamaha Pro Audio, said, "We are happy to associate with the young and dynamic team at Connect Digital. We truly believe this collaboration will help us strengthen our digital presence and enable us to venture into new and innovative creatives and communication."

Haresh Nayak, founder and CEO, Connect Network, said, "We are delighted to have Yamaha Pro Audio on board and look forward to using our expertise in creating engaging content to help the brand scale up in their social media presence."

Charu Rawat, associate vice president, Connect Digital, added, "We're ecstatic to associate with Yamaha Pro Audio as their SNS creative partners. The brand has a legacy of 50-plus years built on its unmatched sound quality and we are determined to strengthen YPA's presence further with value-driven engagement through our effective communication and disruptive creatives. The agency will focus on innovative design skills for the brand to establish a strong line of connection with the audience, all aimed at enhancing the recall value of the brand."