

PRESS RELEASE

NOVQUE: A BOLD NEW ERA FOR DIGITAL INNOVATION

Cape Town, South Africa – Nova Digital Agency is proud to announce its transformation into Novque, marking a significant step forward in its evolution. This rebranding initiative is more than just a name change—it's a strategic repositioning to establish a distinct identity in an increasingly competitive market.

The decision to rebrand stems from the challenges of differentiation in a saturated digital space. With "Nova" widely used by multiple agencies worldwide, the need for a unique and memorable identity became clear. Novque, a fusion of "Nova" (a star bursting with new energy) and the French "que" (meaning 'which' or 'that'), symbolises innovation, continuity, and the agency's commitment to illuminating brands.

"As we embark on this transformation, our goal is to position Novque as a Digital Growth Partner that seamlessly blends marketing and branding excellence with custom digital solutions," said CEO Saleem Satardien. "This evolution allows us to refine our service offerings, expand our reach, and build a globally competitive agency with a strong presence in Africa and across the globe."

With this transformation, Novque is poised to deliver next-level digital innovation, combining creativity with technical expertise to help businesses thrive in an evolving digital landscape. For more information, visit www.novque.com or follow Novque on social media.

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