

International Marketing Council appoints the MediaShop

The International Marketing Council of South Africa (IMC) has appointed the MediaShop as its media agency.

The IMC, headed up by Yvonne Johnston as Chief Executive, was brought into being in August 2000 to create a positive and compelling brand image for South Africa.

At the time, the many messages entering the international arena were as varied as the source and did little for solid brand building. This made it evident that a great need existed for a body able to co-ordinate the marketing initiatives to maximise its efficiency. Thus, the IMC's main objective is the marketing of South Africa through the 'Brand South Africa' campaign.

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