

CSA introduces new sports division

Celebrity Services Africa (CSA) has created CSA Sports; a new division that is dedicated to sports talent representation and strategic brand marketing.

The company has already signed South African sports stars and has concluded a brand ambassadorship deal with Jay Jay Okocha.

CSA Sports services will include talent representation, brand endorsements, the creation of sports-positioned brand campaigns, sponsorships, marketing communications, property content development, and events production/marketing.

For more, visit: <https://www.bizcommunity.com>