

## Media24 women's magazines sign up with TBWA/Fusion

TBWA/FUSION in Cape Town has agreed with Media24 to work on the campaigns of three magazines, *Fair Lady*, *Sarie* and a brand new title, *Psychologies*.

TBWA/FUSION will work with *Fair Lady* on radio ad campaigns and on strategic brand positioning and also devise new advertising on radio and television for *Sarie*.

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