

The Old Shanghai wins Bestmed account

The Old Shanghai Firecracker Factory has won the Bestmed advertising account.

Bestmed is one of SA's top ten open medical schemes and is a full service, open medical scheme, with a 47 year old legacy, with more than 70,000 principal members, providing medical cover for 145 000 lives. The Old Shanghai will be responsible for all above-the-line and below-the-line advertising, as well as broker communication, and digital strategy and execution through Saatchi & Saatchi's digital arm, AtPlay.

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