

# Brand South Africa appoints McCann Worldgroup South Africa

Brand South Africa recently announced the appointment of McCann Worldgroup as its through-the-line advertising agency following a rigorous selection process during which proposals were considered from five shortlisted companies.

McCann Worldgroup will be responsible for conceptualising and developing brand strategies and campaigns that will enhance the nation's reputation. Additionally, the agency will be responsible for media planning and buying. All campaigns will be aimed at positioning South Africa among the top 20 global nations.

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