

DUO Marketing + Communications adds Mukuru to list of clients

DUO Marketing + Communications has won the Mukuru PR account in South Africa, adding to its list of local and global technology clients.

CEO of DUO, Judith Middleton confirmed that the engagement with Mukuru over the last few months had shown synergy between the two companies in terms of the value of relationships and a focus on results.

Bronwyn Pretorius, head of marketing for Mukuru says, "As one of Africa's largest remittances led Fintech's, we decided it was time to invest in a PR strategy that would increase our brand awareness within the South African market as a starting point."

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