

South African Tourism appoints FCB South Africa

South African Tourism announced the appointment of FCB South Africa as its lead marketing agency in the execution of its mandate to market South Africa as a tourist destination of choice to both domestic and international tourists.

FCB South Africa's appointment is on a non-exclusive basis to provide SA Tourism with the development and execution of integrated marketing services, media buying, planning and coordination services globally for a period of three years effective 1 October 2015.

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