

Heineken adds Dentsu Aegis Network to agency roster

Heineken South Africa has added Dentsu Aegis Network to its global media agencies roster. Starcom MediaVest (SMG) is Heineken SA's current agency.

This appointment is in line with Heineken's global transition plan for agreed markets which comes into effect on 1 July 2017. In an effort to improve its marketing communications around the world, Heineken appoints two media agencies to manage its media planning and buying.

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