

Lead SA (Radio Ad): It Starts With You – Taxi

Country: South Africa

Client: Lead SA

Client contact: Terry Volkwyn

Ad Title: It Starts With You – Taxi

Creative Agency: Primedia Broadcasting Production Unit

Strategist: Karl Gostner

Creative Head: Lulama Mqina

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Sound Engineer: Pieter Theron

Production Coordinator: Litz Thomas

Production Companies: Primedia Broadcasting

Studio: Primedia Broadcasting Production

Music: The Void, Mat Andasun – Audio Network

Evolution, Bob Bradley & Paul Mottram – Audio Network

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