

Daikin appoints Starcom Africa

In a drive to create awareness and increase sales in Africa, Daikin Air-conditioners tasked Starcom Africa to promote its products. Focusing on print media, Starcom selected four leading Pan-African publications to reach the target market.

The campaign will run for three months from February, targeting the business market in Libya, Egypt, Ghana, Kenya, Tanzania, Uganda, Rwanda and Cameroon.

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