

Labstore South Africa wins three Kraft accounts

Y&R South Africa's shopper marketing business unit, Labstore South Africa was recently awarded the contracts of three Kraft Heinz brands following three respective pitches. Planters Peanuts, Wellington's sauces, condiments and flavourings and Mama's Pies are the unit's first Cape Town-based clients since establishing in Johannesburg, two years ago.

Its tasks on these accounts will include TTL services such as the creation and extension of social and digital footprints as well as the expansion of the brands in key African markets.

For more, visit: <https://www.bizcommunity.com>