

MultiChoice appoints The Media Shop

MultiChoice has appointed The Media Shop as its new media agency, to manage its media buying, planning and strategy, as well as other media-related services.



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"The Media Shop are so honoured to be awarded the MultiChoice account," says Chris Botha, group MD of The Media Shop. "We are an agency that pride ourselves on our pioneering spirit of innovation, and look forward to walking this journey with another pioneering, innovative company like MultiChoice. The future of this category is so exciting and dynamic."

"We're building a new digital future for the MultiChoice Group, and need an agency who can bring a fresh and more edgy approach with a better overall return on our media spend," adds Conrad Shezi, executive head of marketing at MultiChoice South Africa.

"The Media Shop are completely aligned to our new strategic vision, and we're looking forward to working with them to bring that vision to life," he adds, while also extending a word of thanks to their previous media agency, Mindshare, who, he says, have been excellent partners to them over the years. "They helped us to launch new packages and services like Showmax, grow our Compact and Access customer base and launch a number of products."



The Media Shop moves offices

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