

## Orion Telecom puts public image in 3D Global's hands

3D Global Strategic Communications has secured the publicity, brand management and below the line advertising account of value-added telecommunications company Orion Telecom Limited.

Orion Telecom offers a range of telecommunications services targeted at corporate South Africa and has innovated many of the value added and cost saving services available today. It offers a full range of cellular, telephony and data services to business with major emphasis on wireless switching solutions.

According to Jacques du Toit, product manager at Orion, the company had, until recently, maintained a relatively low profile. "Staying more or less out of the public eye had to be part of our strategy due to the fact that the the legality of some of our services which provide telephone users with more cost effective calls was being challenged. However, as the telecoms market becomes more liberalised, this is paving the way for the introduction of additional innovative technologies that will in turn allow us to focus more on our public image," he says.

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