

Alphabet Soup awarded Saicom media account

Alphabet Soup was recently awarded the strategic planning and media buying for Saicom, a market leader in the distribution and management of GSM pay phones in South Africa and Mozambique.

The local campaign utilises a mixture of non-traditional media and various above-the-line media.

Saicom's growth is linked to the strong demand for GSM pay phone systems, coupled with its reputation for excellent customer service, substantial investment into IT infrastructure and its focus on empowering entrepreneurs.

Alphabet Soup is a specialist media consultancy, with expertise in media strategy, media planning and media buying in areas of above the line, below the line, Internet marketing, sponsorships, promotions and non-traditional media.

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