

National Arts Council appoints Total Exposure

Leading integrated communications consultancy Total Exposure has been appointed by the National Arts Council to manage its communications over the next three years. Total Exposure will work with the NAC in implementing the organisation's new five-year strategy that seeks to develop and promote excellence in the arts. Driving the new focus at the NAC is recently appointed CEO Rosemary Mangope, who brings a wealth of experience to the position.

Total Exposure's vast experience in the arts arena will be leveraged to bring about a strategic communication strategy that will deliver the NAC's mandate of making arts funding accessible to all arts practitioners, along with arts promotion and audience development. Total Exposure has partnered with leading design agency Breinstorm Brand Architects to execute the creative requirements of the account.

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