

Sony Mobile SA appoints BrandTruth

Sony Mobile South Africa has chosen BrandTruth Integrated Content to be its public relations and digital marketing agency.

BrandTruth was appointed by Sony Mobile after a competitive search and pitch process which included several other agencies.

The agency will work on developing Sony Mobile's overall marketing communication strategy, enhancing the positioning of the brand, and raising awareness across digital and PR channels.

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