

Cell C puts new agency decision on review

 By Herman Manson: @marklives

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Cell C has put its [new agency appointments](#), which was formally announced to the media and industry on 10 February 2012, under review. Cell C had announced the appointment of FoxP2, King James, Prima Plus and Trigger/Isobar as its ad agencies.



In a rather terse statement Karin Fourie, senior manager: public and media relations at Cell C, stated that "the new CEO is currently reviewing the appointment of an agency or agencies" and refused to comment further or to respond to a request from Marklives.com to clarify the one-liner.

Alan Knott-Craig Snr was recently announced as the [new CEO of Cell C](#) and joined the company on 1 April 2012. Knott-Craig helped found rival Vodacom and lead the company for 15 years.

Cell C also confirmed the resignation of [Mandy Waddington](#), the Cell C brand and marketing communications executive who presided over the agency appointment process, while stating that it had a policy in place to not comment on the reasons for executives leaving the business

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