

# Gisela Harrison heads up Mischief Media

Issued by [Tractor Outdoor](#)

1 Mar 2017

Gisela Harrison has been appointed to head up Mischief Media, South Africa's first dedicated OOH Innovation Business. Gisela was previously a Sales Executive at Tractor Outdoor, but the demand for Innovative OOH campaigns through Mischief has grown so significantly that it now requires a dedicated management team and staff contingency.

"It's been an exhilarating past year working for Tractor Outdoor and I am thrilled to head up Mischief Media. It's an exciting time to work in the OOH industry as more clients are moving towards integrated innovative OOH campaigns," says Gisela.

Over the past few months Mischief Media has successfully executed compelling integrated innovative OOH campaigns for Jaguar, Land Rover and H&M, and have just been commissioned to execute the new M-Net Movies campaign.

"Our goal is to modernise the OOH innovation industry and to bring new ideas, technology and a fresh approach to the marketplace," says Simon Wall, Managing Director for Mischief Media.

Interested in creating something different? Contact Mischief Media at [info@mischiefmedia.co.za](mailto:info@mischiefmedia.co.za) or alternatively view their website at [www.mischiefmedia.co.za](http://www.mischiefmedia.co.za).



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