

FCB campaign receives international recognition

A mixed media campaign for a SABC Radio Winter sales drive last year, created by FCB Impact 361 Johannesburg, a division of FCB South Africa, will be receiving a second place certificate for outstanding creativity at the 36th International Mobius Advertising Awards Competition in California, USA, next month. The multi-level campaign, created by Marthinus Duckitt, Pippa Capstick and Jenny Van Blerk, imagined what would happen when the majority of South Africans were left out of a winter radio media plan.

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