

Telkom names Accenture Song as digital and direct agency of record

Accenture Song has secured a key role as Telkom's digital and direct agency partner in South Africa. This achievement comes after a competitive selection process and holds notable significance as it represents the debut project for the newly established tech-powered creative group.

In its capacity as the agency partner, Accenture Song will take charge of Telkom's complete digital and direct marketing portfolio, which encompasses various aspects such as strategy formulation, communication management, digital design and customer value enhancement. By adopting a holistic approach, the agency aims to empower Telkom to deliver a customer experience that is not only engaging but also impactful across all points of customer interaction.

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