

Sony Mobile selects MetropolitanRepublic to manage digital account

Sony Mobile South Africa has appointed MetropolitanRepublic to manage its digital account. Sony Mobile wants to expand its brand preference and increase its engagement with users through the various social media platforms they use.

MetropolitanRepublic has been tasked with managing the digital landscape of Sony Mobile's Xperia products and its duties will include developing and supporting locally relevant digital campaigns and activities, managing all implementations as well as managing all user engagement across all audience channels for the smartphone and IoT market.

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