

One-eyed Jack wins three new accounts

One-eyed Jack has announced that it has won three new accounts across the motor vehicle, lifestyle and hospitality industries. The marketing and events agency has been appointed as the events specialist for Vuse, the new vaping brand of British American Tobacco South Africa.

The agency also won a five-way pitch to launch the new Volkswagen Golf 8 GTI in South Africa later this year, and it has been selected to head up the PR for the launch of the new Radisson RED Hotel in Rosebank, Johannesburg.

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