

MINI appoints Liquorice

Liquorice, a DigitasLBI company and one of Africa's leading digital agencies, has been appointed as MINI's social media agency in South Africa.

The scope of the appointment includes content creation and campaigns for all of MINI's social media channels in South Africa including Twitter, Instagram, Facebook and YouTube. It will also include driving excellence in social media with MINI's dealer network.

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