

#ACACaresCovid19: Investing in culture, content and creativity

In the fifth episode of Bizcommunity and the Association for Communications and Advertising's video interview series, marketing industry leaders Monde Twala, senior vice president and co-general manager of ViacomCBS Networks Africa and Mbali Hlophe, Gauteng MEC for Sports, Arts, Culture and Recreation discuss investing in culture, content and creativity.

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This industry-wide initiative for conversations around sustainable solutions to common issues facing SA's marketers and marketeers, to future-proof the industry, is made possible by the Association for Communication and Advertising. Join the ACA at www.acasa.co.za | www.bizcommunity.com/ACACaresCovid19.

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