

# Michelin appoints Liquorice as lead agency in South Africa

Liquorice, a DigitasLBI company and one of Africa's leading digital agencies, has been appointed as Michelin's new digitally led, through-the-line agency in South Africa.

Michelin celebrates 125 years and is renowned as the market leader in the tyre industry through their persistent approach to innovation and superior product quality. It is a highly coveted brand to work on around the world, and one that has been a pioneer in the tyre industry since 1889.

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