

HaveYouHeard introduces inBroadcast

HaveYouHeard's new division, inBroadcast, aims to ensure that the agency is up to date with the evolutions enabling brands to reach consumers. It was created in response to the many different and cost-efficient opportunities that are emerging to challenge the traditional broadcasters' role.

InBroadcast also incorporates [The Eye](#), a facility that runs third-party radio stations. The first HaveYouHeard clients to work with the new division include Old Mutual and Sportscene.

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