

Infestation wins Cape Town Tourism account

Cape Town full-service design studio, Infestation, recently won the Cape Town Tourism (CTT) account in a three-way pitch against two established big name agencies. The two-year contract was awarded to the agency based on its Hello Weekend campaign - a strategic concept created by Infestation to position Cape Town as a year-round destination. The large multi-media campaign will increase the agency's revenue by 20%.

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