

Action Ambro's wins Vodacom's Business Solutions account

Vodacom Business Solutions has appointed Action Ambro's to handle its one-to-one direct marketing requirements in addition to addressing the through-the-line brand advertising needs for the division covering ambient media, promotions and event advertising.

"Our initial appointment with Vodacom was very much DM-focused, however the new brief is defined as creating a comprehensive and all-inclusive marketing vehicle for their business solutions strategies through which we will be handling a far greater scope of work, based on the strong response-driven concepts put forward for the campaign," explains Andrew Ambrogioni, MD and founder of Action Ambro's.

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