

New business for the Tipping Point, Produce, Striata

Japan Tobacco International has appointed a consortium comprising The Tipping Point, Produce and Striata (formerly Emailco) to manage its Camel CRM efforts following a seven-way pitch.

CEO of The Tipping Point, Nici Stathacopoulos, explained: "An ad-ban environment, such as that facing cigarette marketing in South Africa, requires a radical departure from conventional marketing; yet it has provided us with the opportunity to prove that CRM and experiential marketing efforts can be the best tools for communicating the brand message, and growing market share."

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