

Brand South Africa signs up with APO

Brand South Africa has signed up with African Press Organisation (APO) for media relations services across Africa and beyond, to implement its strategy.



The scope of work includes press release distribution services and media monitoring in Africa, social media analytics, op-ed publications, online press conferences and more.

"This contract reinforces the fact that APO is the media relations agency of reference for organisations with expanding footprints on the continent or operating across many regions," says Nicolas Pompigne-Mognard, Founder and CEO of APO.

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