

Two Tone Group becomes a member of the prestigious global Travel Consul

Issued by [Orchard](#) on 25

14 Aug 2019

One of South Africa's most cutting-edge integrated agencies has become the latest inductee into the prestigious Travel Consul, sealing its brand as a bona fide global leader in the travel and tourism communication industry.



Two Tone Global now boasts a strategic partnership with the Travel Consul, a world-wide network of best-in-class tourism marketing agencies and a member of the UNWTO (United Nations World Tourism Organisation) Affiliate.

With experience that stretches over 18 years within the **advertising**, **brand marketing** and **communication** industries, Two Tone Global (TTG) has offered expertise in the FMCG, mobile, travel, and tourism sectors and has executed numerous through-the-line campaigns and projects throughout the world.



Carlo Murison, Group CEO of Two Tone Global

Now that the world is becoming firmly entrenched in the Fourth Industrial Revolution and technology plays an increasingly critical role in business, companies recognise that they need to accelerate the development of digital solutions to ensure they remain on the competitive vanguard. As such, TTG draws from its well of expertise and useful alliances with global partners to ensure that the agency is always in touch with cultural and business trends worldwide. These relationships and partnerships allow the agency true agility to execute at a drop of a hat!

"It is with great pleasure that I announce Two Tone Global's membership and affiliation with Travel Consul as our regional partners across Africa; key markets include SA, Kenya, Nigeria and Ghana. Our selection of Two Tone was not coincidental, as Travel Consul selection process for global partners are based on speciality and excellence within the travel and tourism industry. Two Tone's impressive international credentials and experience within the travel and tourism sector, made it an easy decision to choose as Travel Consul's African partners," said Al Merschen, President of Myriad Travel Marketing and Chairman of Travel

Consul.

As a member of this exclusive Travel Consul network, TTG will now have access to more than 600 highly qualified professionals, in 40 offices around the world, serving more than 450 tourism brand clients; ensuring a seamlessly unique

offering and delivery to its own clients.



Group CEO of Two Tone Global and TTG Investment Executive Director, Carlo Murison, applauded this high validation.

A true specialist in the African brand communications business landscape, Murison said: “Being a member of the Travel Consul Group brings together deep skills in business and organisational strategy, product ideation, creative communication development and deployment, and organisational change management to help support clients through successful transformations.”

As a Marketing & Communications Industry Advisor for the South African Chamber of Commerce and Industry (SACCI), Murison sees this induction as a win not just for TTG, but for “Brand Africa” as a whole. “This union will allow us to provide the very best travel communications programme and portfolio strategies on which we’ll conceive, design, and build the next generation of travel and tourism globally,” he adds.

For more, visit: <https://www.bizcommunity.com>