

Waggener Edstrom wins FlySafair account in South Africa

Low-cost carrier FlySafair has appointed Waggener Edstrom Communications (WE) to drive its integrated communications strategy in South Africa, following a competitive pitch process.

WE will provide the airline with integrated corporate communications services and crisis communication support, to further engage its local consumer base. This win is in line with WE South Africa's deliberate strategy to build a consumer-focused sector offering, while growing its existing technology and automotive client base.

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