

Studio 214, BLQINC working to rebrand LNBS

Studio 214 and BLQINC have been working together to rebrand the Lesotho National Broadcasting Service (LNBS).

BLQINC has been upgrading the broadcaster's technical abilities and upskilling its staff, while Studio 214 has been developing the rebranding strategy with new positioning and various key brand properties, including a new identity, pay-off line, and on-air idents.

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