

Carat appointed SA media agency for Taiwan-based GPS Giant MIO

Carat announces their appointment as the South African media agency for Mio Technology Corporation, one of the world's three leading players in the portable navigation devices and the GPS industries.

The account win, valued at ZAR 10 million, will see Carat South Africa handling media planning for the Mio Technology Corporation's product offering, activating and generating awareness for the brand name that has become synonymous with quality, innovation, mobility and navigation in other countries.

Carat's existing South African client base includes Vodacom, Sony Adidas, Vital Health, RE/Max of Southern Africa and the African Bank.

Carat announced that it will partner with Johannesburg agency Volcano, who will handle above and below-the-line creative for Mio in SA.

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