

Vodacom appointes specialist Word-of-Mouth-Marketing agency

Vodacom has just appointed specialist Word-of-Mouth-Marketing (WOMM) agency, HaveYouHeard, to launch their new youth-oriented brand, Vodacom Color, to the under 25-year-old market - a market notoriously reliant on peer-to-peer recommendations. Using 250 super peers to generate talk-ability about the product, Vodacom hopes to capture a market in a language of their own, offering a service that models itself on offering more of everything the youth want and therefore providing more colour in their lives.

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