

BrandTies selected as Sun International's preferred brand activation agency

Sun International has appointed BrandTies Marketing Agency to manage an activation campaign for the group's sports betting and online gaming platform, SunBet.

The main aim of the activation was to create awareness for the SunBet brand by increasing brand presence and engagement through experiential marketing tactics by approaching potential customers, getting them to sign up to SunBet, and educating them on how to use the sports betting website.

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