

MSSA appoints Boo! Sports Marketing

The South Africa e-sport governing body Mind Sports South Africa (MSSA) has appointed Boo! Sports Marketing to launch a commercial strategy. The strategy will be aimed at promoting gaming as well as maximising sponsorship and branding opportunities within the industry.

Boo! is also sponsoring the e-sport Proteas for the World Championships 2017 to leverage the online marketing opportunity.

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