

Ultimate Media turns five

Leading radio specialist agency, Ultimate Media turns five. Founders John Walls, Pippa Cohen, Shelley Viljoen and Simon Parkinson have collectively spent over 100 years working in the radio industry before starting off Ultimate Media, five years ago. Employing 18 skilled staff, all with radio backgrounds, Ultimate Media brings together a combined radio experience of nearly 200 years. They supply integrated radio solutions and content for their clients, and have implemented over 700 non-traditional radio campaigns on behalf of clients since its launch five years ago.

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