

Table Mountain Cableway names new executive brand manager

Table Mountain Aerial Cableway Company (TMACC) has appointed Giselle Esau as its new executive brand manager.

Part of Esau's focus in the role will be to build on the brand and foster growth within the tourism sector. She said the following on the new direction of the TMACC brand:

“ We want to bring a fresh look to the TMACC brand, a youthful spin on the current identity with a digital-first attitude. To achieve this, we will be specifically focusing on a more digitally focused marketing strategy with plenty of brand-led campaigns in the near future. ”

Esau aims to bring greater global recognition to TMACC by elevating the status of the iconic landmark.

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