

Net#work BBDO gains advertising account

One of South Africa's top law firms, Webber Wentzel, has awarded its advertising account to Net#work BBDO Johannesburg. Initially, six major agencies were pitted against each other in an arduous pitch process lasting six weeks.

Corporate Affairs Head Candice de Bruin says they were looking for a creatively adventurous agency to counter balance their traditionally cautious approach.

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