## BIZCOMMUNITY

## Atkasa, Initiative join through the line forces

Atkasa Digital Agency has entered a partnership with Durban-based through the line agency, Initiative. The new partnership will become effective from 28 May 2019 with both agencies retaining their individual brand names and identities.

Through the partnership, the agencies aim to deliver a through-the-line offering, ensuring single-minded, cohesive messaging.

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