

Applied Media Logic merges to create ZenithOptimedia South Africa

Applied Media Logic (AML) has come together with ZenithOptimedia and will be moving forward under the banner of ZenithOptimedia (ZO) South Africa. The current MD, Kim Weissensee, will lead the company and become CEO. The agency will now offer the group's international reach and toolkits, such as its Touchpoints initiative. For more information, go to www.zenithoptimedia.com.

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