

Owlhurst to promote Kagiso

Owlhurst Communications has been appointed by Kagiso Media Investments to enhance the brand awareness for its portfolio of premier radio brands, consisting of RadMark, national radio advertising sales house and four regional stations: Jacaranda 94.2 (Gauteng, Lowveld, Mpumalanga and Limpopo); Gagasi 99.5, East Coast Radio (KwaZulu-Natal); and Heart 104.9 (Cape Town). Also part of Owlhurst's brief is to gain second-tier publicity in consumer media for key media personalities within the Kagiso Broadcasting portfolio.

For more, visit: <https://www.bizcommunity.com>