

## Greater Than launches gift card range for Foschini group



PR and communications specialists, Greater Than has partnered with its client TFG (The Foschini Group) to launch its new range of designer gift cards (themed for males, females and romance) available in stores nationwide. "Last year we ran a gift card design competition targeting tertiary institutions around the country. The agency was our key business partner on this project, handling all the operational aspects of the campaign and the social media component. We are excited to partner with it once again and embark on

the launch of our three new gift cards," says TFG group campaign & communications manager, Cindy Matungulu.

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