

# Cinevation appointed advertising agency for The Lion King

Brand activation specialist agency, Cinevation, has been appointed to implement the television, cinema and radio advertising for the South African musical stage production of The Lion King.

The award-winning Disney favourite will open at the new Montecasino Teatro (Fourways, Johannesburg) in June 2007, as part of its 10th year anniversary celebrations.

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