

Digitas Liquorice to manage Santam's digital performance media, data business

Digitas Liquorice will manage Santam's digital performance media and data business. The short-term insurance company appointed Digitas after a competitive pitch involving multiple agencies in South Africa.

Digitas Liquorice will be responsible for servicing the entire portfolio of businesses in the group marketing and communications functions, with the ultimate goal of driving growth through data-driven digital media.

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